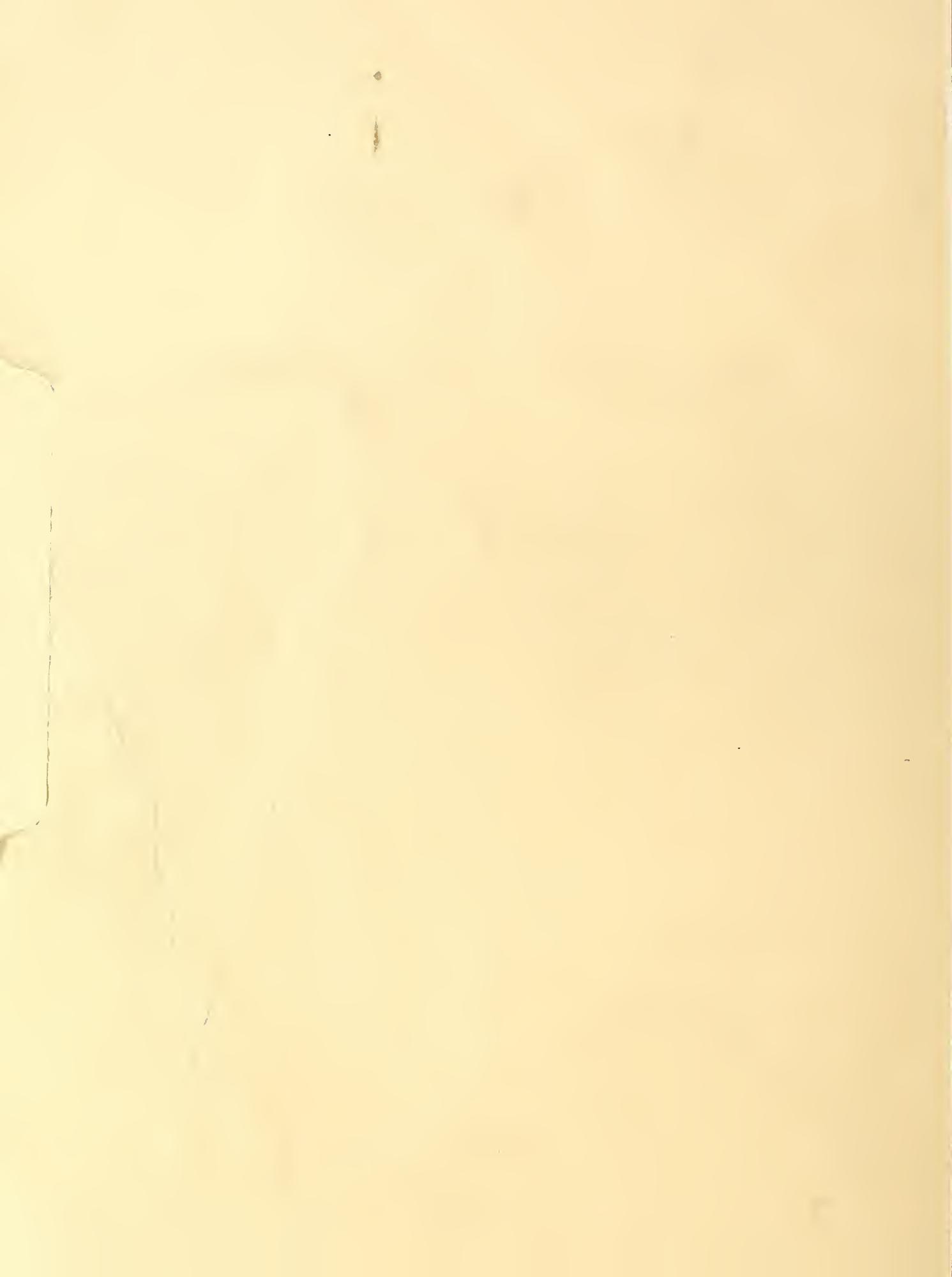


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A Service for Directors
Of Women's Radio Programs

Radio Round-up

on food...

HAPPY NEW YEAR



The Round-Up has lots of things in store for 1944. If you were too busy with Christmas shopping to return last week's mail list request, drop us a card today. FDA, Western Union Building, Atlanta 3, Georgia.

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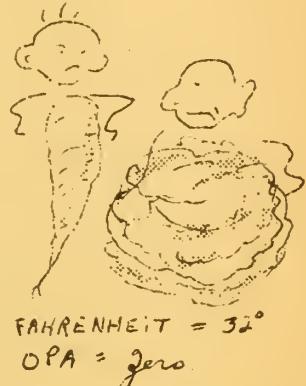


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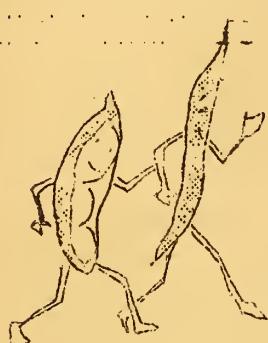
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Mr. Termohlen talked with dock workers...wholesalers...retailers...shopkeepers...homemakers...and with many on the street throughout all parts of England. And Mr. Termohlen says, "They all gave me the same answer...'We couldn't have done without them'".

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The British Food Ministry has done much to acquaint the public with dried eggs. Both manufacturers and homemakers have been told about the product — the food value it contains, and how it can be used. Their educational program is put over in much the same way as we promote products here in America. In addition to radio, this information appears in the current newspapers, magazines, and in British movies.

Mr. Termohlen says this promotion has made dried eggs so popular that the British storekeepers have a hard time keeping American dried eggs in stock. At the present time, the British are using a total of about 134 million pounds of our dried eggs a year...and we expect to ship about the same amount during 1944.

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The first and one of the most important Orders affected our staff of life...this was known as the Bread Order. It assured the homemakers of more vitamins and minerals in white bread...and made several limitations on bakery rolls and bread. And...as you probably remember...this was the Order in which bakers were asked to stop slicing bread. That part of the Order caused a number of difficulties, so it was

amended...and bread was sliced again. However, the main part of the Order...which provided more nutrients in our white bread...still remains in effect.

Dairy Products

Since dairy products play such an important part in American diets, several orders have been issued to put them on a wartime basis. FDO 2 directed the manufacturers of creamery butter to set aside a certain percent of the monthly production for direct war requirements. This was done so there would be enough butter to meet the needs of our armed forces and Lend-Lease during the peak months of production. Food Order No. 8 limited the ice cream industry to 65 percent of the quantity produced from December 1 to November 30, 1942. It was estimated that enough milk could be saved through this Order to make over 97 million pounds of butter and 68 million pounds of dry skim milk a year. Food Order 13 also affected dairy products. This was the one banning the sale of whipping cream for the duration. After that, only persons with a doctor's prescription could buy whipping cream. Later in the year FDO 79 came out, controlling fluid milk sales in certain areas where the situation was the most critical. The distributors of milk were assigned quotas and persons could get no more milk than they did in the peak season last June. This Order also limited cream and milk by-products to 75 percent of the quantity sold in June. The purposes of this milk order was to prevent milk rationing, and yet provide everyone with a fair share of dairy products.

Meat

Meat played an important part in the 1943 food picture. There were a number of Orders concerning delivery restrictions...quotas established... and inventory restrictions. The meat Order establishing ceiling prices on beef...veal...lamb...and mutton is probably the most important meat Order for consumers. By requiring the quality of the grade to be stamped on the meat, and establishing ceiling prices, the average homemaker had a better chance of getting a fair deal.

To Complete Your Record

Here are the last three Orders which we haven't covered before. Although they do not affect the homemaker directly...you may want them to complete your file of food orders. FDO 88 requires that anyone owning 500 bushels or more of fancy or higher grade apples (on or after November 6) in either Washington or Oregon, to set aside 15 percent of each variety for the armed forces or other government agency. FDO 89 authorizes the Director of Food Distribution Administration to prescribe quotas for peanuts and peanut butter, and to require reports from industrial users. FDO 90 limits the number of meat by-products and the time in which they are allowed to stay in public freezer space. Stomachs...pork skins...hearts...heads...ears...tripe...fries...melts...plucks...chitterlings...snouts...hocks...pork tails...pigs feet...veal tails...ox tail...kidneys...and knuckles may remain in freezer space for only a single period of ten days. Lard...cured meats...tallow...oleo oil...rendered suet...bones...lungs...udders...and horse meat are entirely excluded from freezer space.

LIBERATED CANNED GOODS

Canned Peaches. Within a few weeks there should be an increase in the number of canned peaches on grocer's shelves. For the secnd time, the government has been able to release additional supplies of this canned fruit. This is in line with FDA's policy of letting consumers have all possible foods which aren't actually needed for direct war purposes.

This time...the number of canned peaches available for consumers will be increased by three quarters of a million cases. Canners are now permitted to sell 5 percent of their reserves after government requirements are fulfilled.

Canned Apples. The War Food Administration recently announced the release of $8\frac{1}{2}$ million pounds of canned apples. The release of these apples will be welcome news for institutions, bakeries, hotels, and restaurants...because they are number 10 cans. It should mean that there will be more of America's traditional dessert...apple pie...on restaurant menus throughout the country.

These government owned stocks are being offered for sale to the canners who originally packed them for the government. In turn... the canners will resell them, and they will go through the normal trade channels.

FRESH FOOD ROUND-UP

New Year prospects for fresh vegetables look bright...and current supplies on most markets should uphold your word on that...if you pass it on to your listeners. That steady...record crop of Irish potatoes...one of the average American family's mainstays...continues in plentiful supply at prices that should satisfy the thriftiest of your homemakers. Other standbys on most markets in moderate supplies include rutabagas...collards...turnip greens...lettuce...snap beans...and cabbages. That cabbage season in Florida is getting into swing...so you can look for more of it a little later.

Among specialty items...which your listeners will find in only light supplies...are a few beets principally from Texas...some fairly high priced broccoli...cauliflower...light supplies of celery...scattered shipments of radishes, selling reasonably...a few Louisiana Shallots...and light quantities of fresh corn...selling at very reasonable prices. Sweet potatoes, not too plentiful on most markets, are selling at top ceiling prices. Fair supplies of good quality carrots are rolling in from California and Texas...and Texas is shipping fair quantities of spinach...to increase Georgia...Florida...and South Carolina spinach yields.

Citrus fruits are currently in light supply, although there should be an increase in most sections by next week. Prices on these oranges...grapefruit...and tangerines are unchanged. There continues to be a scarcity of large sized apples...and most of those available are retailing at ceiling levels.

The Fresh Food Roundup is based on general supplies and movements of fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.



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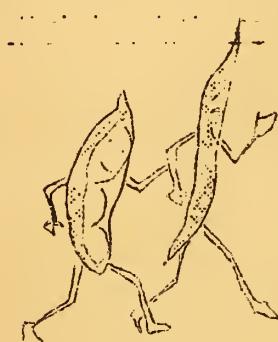


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Since dairy products play such an important part in American diets, several orders have been issued to put them on a wartime basis. FDO 2 directed the manufacturers of creamery butter to set aside a certain percent of the monthly production for direct war requirements. This was done so there would be enough butter to meet the needs of our armed forces and Lend-Lease during the peak months of production. Food Order No. 8 limited the ice cream industry to 65 percent of the quantity produced from December 1 to November 30, 1942. It was estimated that enough milk could be saved through this Order to make over 97 million pounds of butter and 68 million pounds of dry skim milk a year. Food Order 13 also affected dairy products. This was the one banning the sale of whipping cream for the duration. After that, only persons with a doctor's prescription could buy whipping cream. Later in the year FDO 79 came out, controlling fluid milk sales in certain areas where the situation was the most critical. The distributors of milk were assigned quotas and persons could get no more milk than they did in the peak season last June. This Order also limited cream and milk by-products to 75 percent of the quantity sold in June. The purpose of this milk order was to prevent milk rationing, and yet provide everyone with a fair share of dairy products.

Meat

Meat played an important part in the 1943 food picture. There were a number of Orders concerning delivery restrictions...quotas established... and inventory restrictions. The meat Order establishing ceiling prices on beef...veal...lamb...and mutton is probably the most important meat Order for consumers. By requiring the quality of the grade to be stamped on the meat, and establishing ceiling prices, the average homemaker had a better chance of getting a fair deal.

To Complete Your Record

Here are the last three Orders which we haven't covered before. Although they do not affect the homemaker directly...you may want them to complete your file of food orders. FDO 88 requires that anyone owning 500 bushels or more of fancy or higher grade apples (on or after November 6) in either Washington or Oregon, to set aside 15 percent of each variety for the armed forces or other government agency. FDO 89 authorizes the Director of Food Distribution Administration to prescribe quotas for peanuts and peanut butter, and to require reports from industrial users. FDO 90 limits the number of meat by-products and the time in which they are allowed to stay in public freezer space. Stomachs...pork skins...hearts...heads...ears...tripe...fries...melts...plucks...chitterlings...snouts...hocks...pork tails...pigs feet...veal tails...ox tail ...kidneys...and knuckles may remain in freezer space for only a single period of ten days. Lard...cured meats...tallow...oleo oil...rendered suet...bones...lungs...udders...and horse meat are entirely excluded from freezer space.

LIBERATED CANNED GOODS

Canned Peaches. Within a few weeks there should be an increase in the number of canned peaches on grocer's shelves. For the second time, the government has been able to release additional supplies of this canned fruit. This is in line with FDA's policy of letting consumers have all possible foods which aren't actually needed for direct war purposes.

This time...the number of canned peaches available for consumers will be increased by three quarters of a million cases. Canners are now permitted to sell 5 percent of their reserves after government requirements are fulfilled.

Canned Apples. The War Food Administration recently announced the release of $8\frac{1}{2}$ million pounds of canned apples. The release of these apples will be welcome news for institutions, bakeries, hotels, and restaurants...because they are number 10 cans. It should mean that there will be more of America's traditional dessert...apple pie...on restaurant menus throughout the country.

These government owned stocks are being offered for sale to the canners who originally packed them for the government. In turn... the canners will resell them, and they will go through the normal trade channels.

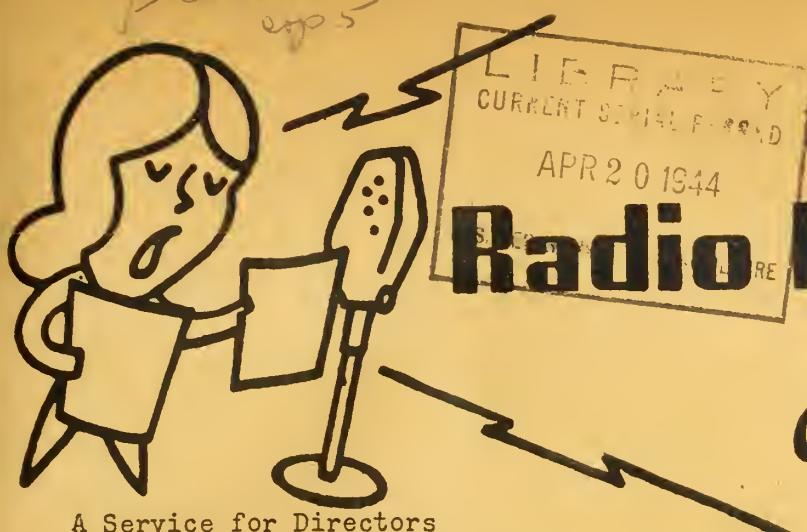
FRESH FOOD ROUND-UP

New Year prospects for fresh vegetables look bright...and current supplies on most markets should uphold your word on that...if you pass it on to your listeners. That steady...record crop of Irish potatoes...one of the average American family's mainstays...continues in plentiful supply at prices that should satisfy the thriftiest of your homemakers. Other standbys on most markets in moderate supplies include rutabagas... collards...turnip greens...lettuce...snap beans...and cabbages. That cabbage season in Florida is getting into swing...so you can look for more of it a little later.

Among specialty items...which your listeners will find in only light supplies...are a few beets principally from Texas...some fairly high priced broccoli...cauliflower...light supplies of celery...scattered shipments of radishes, selling reasonably...a few Louisiana Shallots... and light quantities of fresh corn...selling at very reasonable prices. Sweet potatoes, not too plentiful on most markets, are selling at top ceiling prices. Fair supplies of good quality carrots are rolling in from California and Texas...and Texas is shipping fair quantities of spinach...to increase Georgia...Florida...and South Carolina spinach yields.

Citrus fruits are currently in light supply, although there should be an increase in most sections by next week. Prices on these oranges...grapefruit...and tangerines are unchanged. There continues to be a scarcity of large sized apples...and most of those available are retailing at ceiling levels.

The Fresh Food Roundup is based on general supplies and movements of fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.



Atlanta, Georgia
January 8, 1944

Radio Round-up

on food...

A Service for Directors
Of Women's Radio Programs

TEA FOR YOU

Although Americans have not acquired the English habit of tea at 4 every afternoon...we are a large tea consuming nation. Last year we drank about 60 million pounds of tea. Tea lovers will be glad to know that the 1944 tea allocations for civilians provide for a considerable increase over last year's...this year we should receive about 76 million pounds. You might be interested to know that large tea consuming areas are in New England...around Boston...and in the midwest around Chicago. The South steps up its consumption of tea during the summer...in the form of iced tea.

If you realize that one of the most popular sizes of tea packages on grocery shelves weighs only 1/4 of a pound...and this size package makes about 50 cups of hot tea...you can readily see that we drink lots of tea. If every person in the United States was a tea drinker we'd still have about 118 cups available per person this year.

Of course, our tea imports were larger before the war. Before Pearl Harbor we imported tea from India, Ceylon, Java, Sumatra, China, and even Japan. Now our only sources of tea are India and Ceylon.

Did you know that the average tea bush lives for about 30 to 40 years...depending on how well it is cultivated? The natives prune them to approximately 3 or 4 feet high to force out more branches and leaves.



PUT ON THE OLD TEA POT...FOLKS...
WE'RE COMING THRU WITH ANOTHER
16 MILLION POUNDS.

The process of picking the leaves is known as plucking...and the leaves are plucked twice a year from bushes that are at least three years old.

After the leaves are plucked...they are dried and packed in tea chests or cases for shipment. An interesting note is that these chests are branded with "Garden marks" of different shapes and sizes. These marks can be compared to cattle brands here in this country. Just as the cattle brand tells which ranch the cattle came from...the "Garden mark" denotes the estate on which the tea was raised.

At first our early settlers drank green tea which came from China in the famous Yankee Clipper ships. But in recent years...producing areas of black tea have been developed. Now...most of the tea we drink is black...rather than green.

REPEAT PERFORMANCE

Pigs are still coming to market in such large numbers that OPA has continued the special pork ration which was started a few weeks ago. Spare Stamp No. 2 is to be used in the same way that No. 1 was used. That is...it will be good for five points for the purchase of fresh pork or sausage...through Saturday...January 15. Be sure to make it clear to your listeners that this stamp is for five points...and not five pounds of pork. And it is not good for buying smoked or cured pork such as smoked ham and bacon.



Wow...Have I Got Those Boys
in Washington SWEATING!!

Record-breaking quantities of pork have been coming into markets all over the country. Limited freezer space meant something had to be done in order to increase the movement of this pork.

If pork had been taken off the ration list entirely...it would have become too scarce in areas far away from the production centers. In addition...the removal of pork from rationing would have released so many brown stamps that there would have been a terrific rush for the limited amounts of butter and other items still on the ration list. So...this method of allowing an additional stamp for pork seemed to be the best solution to the problem. Smoked and cured pork had to be excluded because the Government is experiencing considerable difficulty in getting the quantity of these items it needs for military uses. Since the demand for sausage falls off during the winter months...spare stamp No. 2 is good for all sausage irrespective of the contents...except, of course, canned, or that in glass containers.



Say...This'll sure be
LOT OF NEAT SANDWICHES!

Five points of pork goes a long way in serving a meal. For instance...this new allowance will buy enough sausage to serve four or five people without any "stretchers".

This allowance of five points is...of course...for each person in the family...so a family of four would have 20 additional points for pork. Think of the spareribs that the homemaker could buy with some of these points. She could buy five pounds of spareribs with the Spare No. 2 Stamps from two ration books. Some homemakers might be more interested in spareribs if they knew several ways to fix them...you might suggest that they're equally delicious stuffed, barbecued, or with sauerkraut.

Cook Pork Thoroughly

No matter what pork cuts the homemaker buys with her Spare Stamp No. 2... there is one thing that she should be careful about...and that's proper cooking. Be sure to stress the importance of thorough cooking and how thorough cooking removes all danger from trichinosis.



AH... A SLICE OF
ROAST PORK.

When you're talking about the proper cooking of pork...you might want to refer to that amusing old essay..."Dissertation Upon Roast Pig" by Charles Lamb. According to this story...you remember... pork was first roasted accidentally. A swineherd's farmhouse burned to the ground. When the man and his son poked around the ruins...they discovered delicious roast



YEAH, SURE... BOSS... THE GOVERNMENT
SAYS WE ALL GETS A LITTLE
EXTRA MEAT...

pig. They both liked it so much that they burned the house down every time they wanted to roast pig. Luckily...we know of an easier way to roast pork now.

1944 MEAT STORY

Don't let your listeners discard the recipe file on meat stretchers...just because there is a large amount of pork available at the present time.



YEAH, WE'VE STILL GOT TO
STRETCH IT.

According to the allocation of meat for the whole year...civilians will get about the same quantity of meat during 1944 as they did in 1943. The War Food Administration has announced that each person will probably have approximately 116 pounds (retail weight) of meat during 1944. This is equivalent to 132 pounds dressed weight.

Civilians will get about 2/3 of the total meat supplies. And because both supplies and needs shift rapidly in wartime...about 4 out of every 100 pounds of the total

supply is allocated for contingency reserves. This meat is not allocated to any specific group...but will be used wherever it can serve best in the war effort.

We have to share the total meat supply with the U. S. Military and other

war services...our Allies...other friendly nations...and liberated areas. U. S. Military and war services are to get about 17 percent of the supply and Allies...other friendly nations...Red Cross...and U. S. territories will get about 12 percent of the meat. Most of the meat for our Allies will be pork.

NAME AND ADDRESS...PLEASE

We understand that large numbers of lost ration books are landing in the dead letter office of post offices...just because the owners have neglected to see that their correct addresses are on the covers of the books. As you know...the post office attempts to forward all lost ration books that are deposited in the mails...to the owners.

Naturally...this can't possibly be done if the owners don't have the correct address filled in. Listeners need reminding that they should always keep this address up to date...the address should be changed whenever they move. If they neglect to make this change...it is not only inconvenient to them...but it means more work for the postal employees and the local ration boards.



FILL IN YOUR CORRECT
ADDRESS AND HE'LL BRING 'EM
BACK ALIVE.

P. S. TO THE BEAN STORY



...ONLY A FEW MORE CANS,
LADY...

figures you might jump to the conclusion that we will have quite a few cans of pork and beans available. However...when you break it down and divide that 20 million pounds by nearly 128 million people in the country...you will realize that this quantity is not much more than a drop in the nation's bean bag. In fact...it is not even a can of beans for every 5 people.

THERE'LL BE SOME CHANGES MADE

The new year will bring new plans for a fairer allocation of food in eating places such as hotels...restaurants...and soda fountains...and also hospitals. A plan is being worked out now to change the present method of allotting food to these eating places. Although the new plan is not perfect, it will be fairer to both the people eating all their meals at restaurants...and to the families eating at home. It should trim down the rations for eating places where serving food is not the main purpose, and allow more rations for those eating places who specialize in food.

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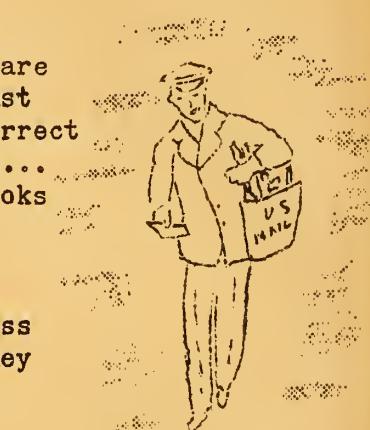
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Last week we told you that the homemaker would have a hard time finding any canned beans (see Radio Round-Up for January 1). After we went to press on that...the War Food Administration...following its policy of releasing foods as soon as it is determined that they aren't needed for essential war requirements...announced that part of the Government canned beans reserves will soon be released for civilians. The Government will release 440 thousand...approximately 20 million pounds...of canned pork and beans. When you first hear these

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According to the old plan, the size of the food ration for each eating place depends on the number of people served. Under this old method it does not matter whether the customers are served refreshments or food.

However, under the new plan, the food allotment will be based entirely on the number of persons served food as differentiated from the serving of refreshments. The rations for refreshments will be based on the number of servings of refreshments alone.

Refreshments include beverages, mainly, but occasionally some foods will be in that group. For instance, potato chips or popcorn served with a drink is in the refreshment class. And ice cream served alone is in the refreshment class, too. On the other hand, ice cream served with a dinner is included in the food group.

For several months, officials have been trying to work out this plan. Although it won't go into effect until March 1, 1944, eating establishments have been asked to start keeping separate records of refreshments and food on January 1...so the local ration boards will be able to compute future rations.

ANOTHER USE FOR GRAPEFRUIT JUICE

Now that grapefruit juice can be bought point-free...homemakers are naturally buying more than before...and sooner or later they will want a new way to serve it...other than as an early morning eye-opener. So we found a recipe which we thought would be just the thing for a winter evening. It's a mulled grapefruit juice...which should be popular with young and old. We think it will come in handy to serve to friends who drop in for the evening...or at the kids' party. Remember that milk is rather scarce...and that many homemakers are having a hard time finding chocolate and cocoa...so this drink could serve as an alternate for hot cocoa. Of course...it doesn't have the same food values as cocoa...but it does make a delicious drink.

Here are the directions: Combine about one cup of grapefruit juice with 12 whole cloves...1 3-inch stick of cinnamon...1/2 teaspoon of nutmeg...and 3 tablespoons sugar. Bring this mixture to a boil. Then reduce the heat and simmer for 5 minutes. Add 4 more cups of grapefruit juice and heat to boiling. If you'd like a little more definite pink color to your mulled grapefruit juice...you might add part loganberry or grape juice. Use about 1 cup of these juices to 2 cups of grapefruit juice. Strain it and serve piping hot. This will serve about 10 people.

SPICE SUPPLIES

We thought you might be wondering about the availability of spices so we checked on that. Here's what we found. Cloves are dried flower buds of a tropical tree in Zanzibar and Madagascar. During the first part of the war...the stocks seemed to be getting scarce...but at the present time...they are close to normal. We used to import cinnamon from China and Java...but now we are depending on Ceylon for all of our supply. The kind of cinnamon we are getting now is botanically true cinnamon which is lighter in color and milder in flavor than the kind we formerly imported.

Although our nutmeg supplies aren't nearly as large as they were before the war...there should be enough on grocer's shelves for homemakers to find a can every once in a while.

PUSH POTATOES

Do you remember the 465 million bushel Irish potato crop we were talking about so much back last fall. Well...through your help and the cooperation of a lot of others who urged consumers to buy more potatoes...we got over the seasonal marketing hump without too much trouble. However...the rate of Irish potato consumption during the past few weeks hasn't been up to expectations...and it looks as though there's going to be quite a volume of the '43 crop still on the market when the spring crop comes in...unless everybody starts eating a lot more potatoes. With distribution...processing...and storage facilities as cramped as they are ...we certainly can't afford to have too many of these on the market when the next crop is harvested. Why not urge your listeners to eat a few more of these Irish potatoes during the next several weeks...and let up on their consumption of more costly and less abundant foods? Perhaps a lot of your listeners just don't realize that there is still an abundance of potatoes. You know...we all shop in such a hurry now that we're apt to grab the first thing we see...unless cautioned otherwise.

MILK CONSERVATION

Effective January 1 the Milk Conservation Program...we call it Food Distribution Order No. 79...was put in operation in ten more cities in the Southern Region. To date the order is operating in the following cities in this Region:

<u>Alabama</u>	<u>North Carolina</u>	<u>Virginia</u>
Birmingham	Charlotte	Newport News
Montgomery	Winston-Salem	Norfolk
<u>Georgia</u>	<u>Tennessee</u>	<u>Portsmouth</u>
Atlanta	Chattanooga	Richmond
Columbus	Knoxville	Roanoke
<u>Kentucky</u>	Memphis	
Louisville	Nashville	

A lot of people in these parts are wondering why the government has suddenly decided that people should drink less milk than they're accustomed to having. Well...as you know...that really isn't the case at all. Uncle Sam is more than happy that people have developed the milk drinking habit. FDOrder 79 is designed merely to prevent any further increases in civilian consumption of fluid milk...not to cut down on the amount of fluid milk consumers normally get.

Here's a point that a lot of people miss...the quotas for milk distributors under the program are based on milk sales during last June. Now... June is a month when milk production is high over the country as a whole ...and by last June consumers had considerably more money to spend on milk than they ever had before...so all in all...limiting their consumption of milk to the '43 level shouldn't prove much of a burden to consumers.

June

Another thing a lot of people overlook is the fact that milk is sold under a two-price system. Milk for drinking purposes brings a considerably higher price than does milk for processing. Well...when the principal demand was for fluid milk for consumption at home there wasn't much of a problem...at least the war services were on an equal bargaining basis with civilians. But now that we must furnish our boys and Allies overseas large quantities of butter...cheese...and powdered milk the situation is a little different. The two-price system gives civilians a distinct bargaining advantage...and as a result milk needed for essential manufactured products is being drained into civilian channels. By last September the production of powdered milk was 20 percent below that of 1942.

WE REPEAT...PRESSURE COOKERS FOR CANNERS NOT RATIONED

Following our report last week that pressure cookers for canning are not rationed...we receive several calls advising that some stores were still requiring consumers to get a priority for the purchase of pressure cookers. Well...to be sure of ourselves we checked with Washington... and here's the teletype reply in caps and all:

NO STORE SHOULD REQUIRE PRIORITY FOR PRESSURE
COOKERS USED FOR CANNING. THIS EQUIPMENT RE-
LEASED FROM RATIONING DECEMBER 29. INFORMA-
TION HAS BEEN ROUTED THROUGH COMMERCIAL
CHANNELS, AAA OFFICIALS, AND RATIONING COM-
MITTEES. WPB PLANS ON 300,000 7-QUART AND
100,000, 14-QUART SIZE TO BE MADE THIS YEAR.

FRESH FOOD ROUNDUP

This is the time of year when the fresh fruit and vegetable market seems dullest. Homemakers go to the store time after time only to find about the same things...citrus fruit...Irish potatoes and rutabagas...turnips and turnip greens...carrots. And those are good. But there's danger of their becoming monotonous. It's a time that calls for every ounce of your ingenuity to help your listeners plan appetizing meals...full of variety. As Roy Hendrickson said..."Cooking is the shining gem in the American woman's crown." And there's little doubt but that...with your help...homemakers will exercise considerable artistry in concealing the monotonous supply of winter vegetables.

You might tell your listeners that cabbage of good quality is available. A moderate supply is being shipped out of Florida. It sells...in most places ...for around the ceiling price. But that is quite moderate. It's more "educated" cousins...broccoli and cauliflower...are also here in fairly good supply. They're reasonably priced and...all in all...their quality is good. Here are a few tips on selecting them you might pass on to whom it may concern: About cabbage. The firm...heavy heads are preferable for most uses...and remember...the greener the cabbage...the greater it's vitamin content. About broccoli. The compact...green flowers are best. Be sure they haven't opened. The entire stalk should be bright and fresh looking. And it's handy to know that a large bunch of broccoli...weighing 2 pounds should serve about five people. About cauliflower. A medium sized head will give from 6 to 7 servings. The flowers should be white or creamy white ...not spotted and the whole head compact and firm. This trio should help solve the problem of monotony in diets...since cabbage can be served in a number of ways and most families aren't accustomed to using broccoli or cauliflower as one of the "stand-by's".

Spinach also comes to the rescue. There is a fair supply being shipped from Texas in addition to our local supplies. The quality is good and mothers can give the youngsters that "what's good enough for Popeye..."line pretty successfully. Collards is another green vegetable that should make thrifty homemakers take note. Its supply is moderate, its price reasonable and its quality good. While its taste appeal varies from person to person, there's no getting around the fact that a steaming dish of collards with corn bread on a cold day is a hearty sight commanding attention. And you might remind your listeners of that.

While the supply of celery is light...enough is coming out of Florida to make it one of the mentionable items on the vegetable bin. As you know...producers aren't bleaching celery now because of the extra labor that it takes. But the quality on the whole is excellent and the flavor delicious.

A bright note in the citrus field is that prices have eased off a little from last week even if they are hovering up close to the ceiling price. The supply of oranges...grapefruit and tangerines is from moderate to liberal on most markets. There is a fair supply of small size apples...but large size ones are scarce.

The Fresh Food Roundup is based on general supplies and movements of fresh fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.



LIBRARY
CURRENT SERIAL RECORD

MAY 8 - 1944

U. S. DEPARTMENT OF AGRICULTURE

Radio Round-up

on food...

A Service for Directors
Of Women's Radio Programs

Atlanta, Georgia
January 15, 1944

FOR THE SWEET TOOTH



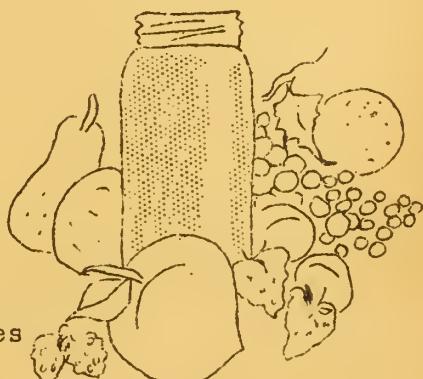
Americans will be spreading their bread with more jams...jellies...marmalades...and fruit butter for the next six months, according to an announcement made by the War Food Administration. In fact, by June 30, 1944, consumers will have used about 56 million pounds of jam...200 million pounds of jellies...100 million pounds of marmalade...and more than 50 million pounds of apple butter. The allocation of fruit spreads is made according to the pack year (July 1, 1943 to June 30, 1944)

rather than the calendar year...because total supplies cannot be estimated until the summer's harvest is well in view.

About 27 percent of the fruit spreads will follow our Armed Forces to the various parts of the world. Allies and friendly nations will have only about 3 percent of the total supply...and approximately 1 percent will go in the Red Cross prisoner-of-war packages.

Although last fall's production of fruit spreads in general was relatively abundant, the jam pack was hit by the poor harvests of strawberries...peaches...apricots...and sour cherries. Strawberry crops have suffered because of the manpower shortage...so much labor is required in the growing and handling of this crop. Short harvests of the other crops resulted from unfavorable weather conditions.

On the other hand...there are large quantities of grape jelly, plum preserves, and citrus marmalade on the market. In addition...blackberry, raspberry, and youngberry jam should be easy to find.

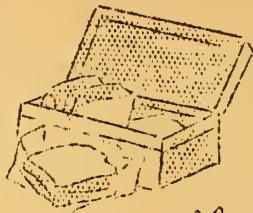


You might remind your listeners that the citrus marmalades are among the most plentiful and...as you know...they are the only ones that do not require ration stamps.

STEP RIGHT UP, FOLKS



When school started last fall, quite a few sponsors of the School Lunch Program stepped right up and entered into an agreement with the Food Distribution Administration. Many of these had sponsored the program before so they were aware of the advantages. However...late reports show there are far too many schools still without a School Lunch Program. Perhaps some of these lunch-deficient schools are in your neck-of-the-woods.



Local school boards and state departments of education are usually the sponsors. They sign an agreement with FDA which guarantees reimbursement of the purchase cost of the foods used in the program...depending on the type of lunch served. However, you might remind your listeners that organizations such as American Legion Posts...nutrition committees...Rotary...and Kiwanis Clubs can lend their assistance as co-sponsors. They can be helpful in initiating the program...in getting volunteer workers...contributions...and other parts of the work involved.

Any of your listeners who want more detailed information about School Lunch Programs should contact their nearest FDA Regional Office. Your listeners can write the FDA Regional Office at Western Union Building, Atlanta 3, Georgia.

CIVILIAN YEAST SUPPLIES ARE RAISED

Civilians should have slightly more yeast for baking this year, according to the allocation for 1944. They will receive almost 229 million pounds of compressed yeast during the year. This will be more than 9 out of every 10 pounds of the total supply. Our Armed Forces will receive nearly 16 million pounds...and a small percentage will be exported to American Territories...Allies...and friendly nations.

This kind of yeast...known as compressed yeast...comes in the familiar small package usually sold in grocery stores. Of course...part of this supply is made into large packages for bakeries and other institutions who use it on a large scale. Cane and beet molasses are the bases on which compressed yeast are now grown. First...the yeast cells are separated from the liquid which remains when the sugars and other nutrient materials have been absorbed from the culture medium. Then...the separated yeast cells are cooled and passed through large presses where they are compressed into cakes. These cakes contain about 30 percent yeast solids and 70 percent moisture.

Dry Active Yeast

Dry active yeast, too, will be allocated in 1944. However, this kind of yeast is used more for shipment overseas than for civilian use here in the

U. S...because it does not require the refrigeration needed for compressed yeast. U. S. military and war services will receive almost two-thirds of the total supply. Nearly all of the remaining third will be used for exports. Civilians will receive only a very small amount since their needs are met in the large allocation of compressed yeast.

Although dry active yeast is essentially dehydrated compressed yeast, it is specially manufactured for overseas shipment and long storage. Its commercial growth and its dehydration are carefully controlled and...like other dehydrated products...it can be reconstituted and used in a similar way to the fresh product...it is an active agent for baking purposes.

Nutritional Yeast

The third kind of yeast...nutritional yeast...includes both yeast grown on molasses and brewer's yeast. No doubt it received its name because of the valuable food nutrients. It contains 40 to 55 percent protein and about 35 percent carbohydrates. In addition, it is rich in Vitamin B₁...B₂...calcium...iron...phosphorus...copper...and other nutritional ingredients.

The type of nutritional yeast that is grown on molasses is known as primary grown yeast. After the yeast cells are placed in the cultures, they feed and grow at a rapid rate. In fact...a batch can be grown in from 6 to 24 hours. The cells divide and multiply...are dried carefully ...and prepared for marketing.

The yeast produced as a by-product of the brewing industry is similar to the primary grown yeast...except that it is grown on grains instead of molasses, and it is non-alcoholic. The production of this type of yeast uses millions of pounds of food supplies that would otherwise be wasted. It is dehydrated on drum driers and marketed in the same manner as primary grown yeast.

Civilians will receive 8 million out of every 11½ million pounds of nutritional yeast. It will be available in powdered form which can be used in soups...meat loaf...baby foods...and countless other foods. And another important use of this yeast is for tablets...or pep pills as they are called. American prisoners in Axis camps are receiving them... and tens of millions of them have already been produced and sent to our Allies.

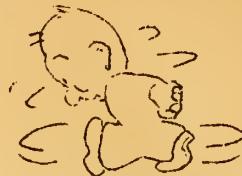
EATING OUT VERSUS EATING IN

Many homemakers who have a hard time serving nutritious meals on their allotment of ration coupons have been wondering why those persons who eat in restaurants are given the same number of ration points as those who are eating at home all the time. Perhaps the complainers haven't seen both sides of the story. So...let's take the side of the restaurant manager. Although his customers don't have to surrender ration stamps to him when they order meals, he has to surrender ration coupons for the food he buys...the same way the homemaker does. The restaurant owner



is allowed a certain number of ration points each week. The average eating place has a little over 9/10 of a brown stamp point for one meal per person. And this must include all the butter...fats...and oil...as well as cheese and canned fish that he serves. Let's see how many points a pat of butter will take.

Butter is 16 points a pound...and it can be cut in about 64 squares. Each square will average about 1/4 of a point for each person. So you see...that leaves less than 3/4 of a point for all of the other brown stamp foods that the customer orders in that meal. And he surely can't buy much meat for 3/4 of a point.



*Your restaurant owner
has his ration worries, too...*

So the restaurants...as well as homemakers...have to resort to ingenuous ways of making their rations last. Hotels and restaurants have meatless days when they serve poultry...fresh fish...and vegetable plates. And many restaurants solve their problems of closing one day during the week.

Then there's another argument which some people are giving about the unfairness of the rationing system. On the basis of 9/10ths of a brown stamp for each person every meal...the restaurant would average 18 points for every person per week...and people eating at home all of the time have only 16 points a week.

First of all, very few homemakers serve all 21 meals a week to every member of the family. Usually, the man of the house eats at or near his office or plant...and the children either eat at school or carry lunches that require very few brown stamps. And many families eat on the average of one meal out during the week...so the homemaker with her 16 points is really better off than the restaurant manager with 18 points a week.

When it comes to the subject of unrationalized foods, restaurant managers have problems similar to homemakers. For instance...they have to cut down on milk when there is a shortage. In fact, some restaurants encourage their adult customers to order tea or coffee instead of milk.

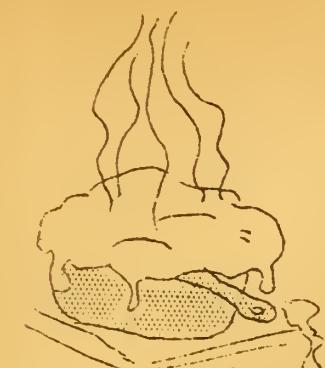
Some of your listeners who think the rationing system is unfair may become more open minded if they realize that restaurant managers have their problems, too.

ENRICHMENT DATE POSTPONED

In the December 18th issue of ROUND-UP we announced that white flour used in all types of yeast raised products made by commercial bakeries must meet certain enrichment standards by January 16, 1944. Since then, manufacturers of niacin...one of the vitamins in the enrichment program...have had difficulty in obtaining raw material to make enough niacin to cover the requirements. Therefore, the War Food Administration postponed the effective date for enrichment until May 1, 1944...when supplies of niacin are expected to be adequate.

Amendment 5...you'll remember...covered other provisions besides enrichment. However...this latest amendment (No. 6) effects only the enrichment provisions of the previous amendment.

SOMETHING NEW HAS BEEN ADDED



You won't have
to worry about this
happening...

Probably you've read that calcium carbonate is now being used in some baking powders in place of cornstarch. No doubt you've been wondering if this change makes any difference in the leavening action of the baking powder. War Food Administration officials tell us that the calcium carbonate used is a precipitated calcium with an equal density as that of cornstarch and has the same general effect on baked products. Tests to date show that it has an identical raising capacity...so homemakers should be urged to use the same baking powder proportions as usual. It has been found that there is no change in the taste or looks of the finished product. In fact, the only apparent difference to the homemaker is the label on the box of baking powder...which includes calcium carbonate instead of cornstarch.

VICTORY GARDENS THE WORLD AROUND

Victory gardeners and farmers will be glad to know that over 70 percent of the record crop of vegetable seeds will go to civilians. The increased number of gardens last year meant more vegetable seeds were planted than ever before. Therefore...our seed growers were spurred on ...and produced the largest crop of vegetable seeds in history.

Since seeds produce so much food in proportion to the small amount of space they take, they make excellent form of food for export purposes. So...civilians will share the total supply of vegetable seeds with U. S. military and war services...our Allies and liberated areas...U. S. territories...Red Cross and friendly nations. And a small percentage is for contingency reserves...to meet emergencies that may arise as the war progresses.

Some of the seeds shipped abroad have gone by steamer...others by plane. An airplane can carry the equivalent of five hundred bushels of rutabagas in a pint jar, and 5 tons of tomatoes in a one-ounce package. Indirectly, we are helping ourselves by sending other countries these seeds. The more vegetables they grow from these seeds...the more self-sufficient they become.

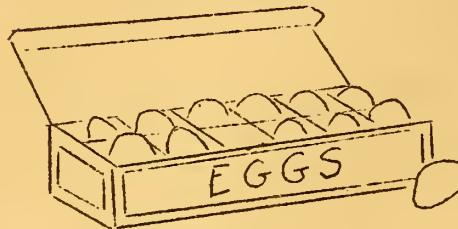
British War Relief Society and Russian War Relief Incorporated have been established to conduct supply programs to aid these two countries. One of their programs has been the shipment of large quantities of vegetable seed kits. Each package contains about 2 pounds of seeds...enough to plant a complete garden of beans...peas...cabbages...carrots...onions...radishes...and other garden vegetables.



Start one in your
own backyard...

American seeds are accompanying our Armed Forces all over the world. Fighters in remote outposts...like New Caledonia...cultivate many gardens. In these gardens they are able to grow some of their favorite vegetables from back home.

EGG NOTES



If you want to give one of our "protective" foods that's unrationed...plentiful...and certainly nutritious...a boost, suggest more egg dishes to your homemakers. Remember...they're a source of important minerals and vitamins needed to maintain health...and there's certainly no scarcity of these hens' products.

First of all...you might remind your listeners that the secret of success in cooking eggs is a moderate heat...they won't get tough or leathery if the temperature is mild. Besides the usual ways of cooking eggs...scrambled...poached...fried...and plain omelets...here are a few other ideas for egg dishes.

Creamed Eggs and Fish

6 hard-cooked eggs	1 cup canned salmon
3 tablespoons fat	or other fish
3 tablespoons flour	Salt and pepper
2 cups warm milk	

Make a sauce by melting the fat and adding flour...mix thoroughly...add milk slowly...stir...and cook 'til thickened. Cover and steam for about 10 minutes. Stir in the fish and sliced eggs...and season.

Potato or Rice Omelet

6 eggs	2 cups mashed potato
6 tablespoons cold water	or
or milk	2 cups diced boiled potato
Salt and Pepper	or
2 tablespoons fat	2 cups flaky boiled rice

Beat eggs and add water or milk...then combine with the potatoes or rice...and season. Melt fat in a large skillet...pour in the mixture...cover...and cook over low heat from 20 to 25 minutes...or until the omelet has set and lightly browned on the bottom.

Egg Toast

Beat two eggs...add 3/4 cup milk...salt...little melted fat...and one tablespoon of sugar. Dip slices of dry bread into mixture...drain...and fry at once at moderate heat.

You might get out your own file of egg recipes and add to these. There're literally hundreds of ways of preparing eggs...and they're worth any time on your program you give them...while they are plentiful.

ADD THIS TO YOUR MILK DATA

Since our milk story of last week's ROUND-UP the Milk Conservation Program...Food Distribution Order No. 79...has been put into operation in a few more areas in the Southern Region. You might check to see if it affects your section. The new milk sales areas to be regulated include:

Florida

Miami
Tampa
St. Petersburg
Jacksonville

Georgia

Savannah

North Carolina

Durham

South Carolina

Charleston

Mississippi

Jackson

Incidentally...if you'd like a complete story on the whys and wherefores of the Federal Milk Conservation program...write to the FDA regional office in Atlanta. The story..."We Share Milk"...should give you the answers to any questions your listeners may be asking you on the shortages of milk...and what to do about conserving the limited supply.



"I'm doing the best I can..."

MORE PORK FOR YOUR TABLE

Now that our farmers have come through with a record crop of hogs... pork is the most plentiful meat on the market...and now that your listeners can get more for their points...too...they'll be serving lots of pork...so you might give them some pointers on good pork cooking. It's different from other meat preparations...in that it must be cooked thoroughly. Thorough cooking will kill the trichina parasite...if it is in the pork...so remind them to keep their heat moderate...to cook it slowly...and to regulate the heat so that their meat will be cooked well done clear to the center of the piece. If their pork is well done ...without becoming hard and dry on the outside...suggest that they cook without water. The fat on the outside of most cuts of pork is enough to baste the lean meat...if it's roasted fat side up.

Since pork is so plentiful...it's good to know that it's one of our most nutritious of foods. It stacks up well on any nutritionist's chart ...with high quality proteins...the Vitamin B complex...and minerals. Pork variety meats are excellent nutritionally...too. One serving of pork liver will give all the iron...Vitamin A...riboflavin...and niacin needed in the diet for one day...plus a good percentage of the protein... thiamin and phosphorus requirements...and a fair amount of Vitamin C.

FRESH FOOD ROUNDUP

This isn't the month when fresh food markets are at their best...but...on the other hand it's encouraging to know that there's nothing to worry about...the markets are offering plenty to go 'round...even though varieties are limited.

Best buys of the week...and you've guessed it...are headed by those dependable Irish Murphies. A good part of that record fall crop of '43 is still on the markets...and some of them probably will be when the spring crop comes in. So give them an extra boost...with some of those potato recipes you have filed away. For stews...your homemakers should find adequate supplies of carrots to add to the potatoes...a fair amount of bunched carrots are coming to markets from Texas...and a few from Florida. Moderate quantities of cabbage...at reasonable prices...are available...coming principally from Florida.

And Florida has more variety to offer your listeners. Broccoli, for instance...some reasonably priced cauliflower...and a few high priced English peas...of good quality. Then...of course...Florida's main winter crop of celery is getting into full swing in another week or so...so increasing supplies should be rolling into markets now. Celery has plenty to offer...even if its vitamin quota isn't so high. It's a double duty vegetable...equally as helpful to an otherwise dull menu when served raw as a crunchy relish or salad ingredient...or cooked as a hot vegetable in stews...soups...or casseroles.

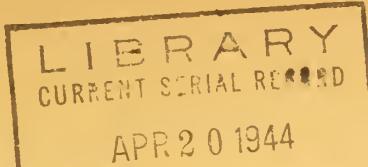
Light supplies of snap beans...beets...eggplant...sweet peppers and tomatoes should help with variety in your listeners' menus from time to time...even though they may not be able to find these items in adequate supplies every time they shop. And though there aren't any record breaking crops of greens rolling into the markets...there are enough varieties...and in sufficient quantities...to keep your homemakers well supplied with their green vegetable each day. Fair supplies of reasonably priced collards...mustard greens...plus spinach from Texas and some locally grown spinach...and light quantities of turnip greens assure them of the "one or more green or yellow vegetables" required by the Basic Seven charts.

Rutabagas continue to sell at moderate prices...and plenty of sweet potatoes of only fair quality are available...although the best quality sweets are a little scarcer. Turnips are temporarily in light supply...due to the recent cold weather...but you can look for more in a week or so.

Citrus fruits still top all others for best fresh fruit buys...with plenty of oranges selling at lower prices...moderate quantities of tangerines...and fair supplies of grapefruit being shipped from Florida. Light supplies of grapes are available...at ceiling prices...although the ceiling isn't too high for most food budgets.

The Fresh Food Roundup is based on general supplies and movements of fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.

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1944



Radio Round-up

on food...



A Service for Directors
Of Women's Radio Programs

Atlanta, Georgia
January 22, 1944

YES, WE HAVE SOME COFFEE AND COCOA



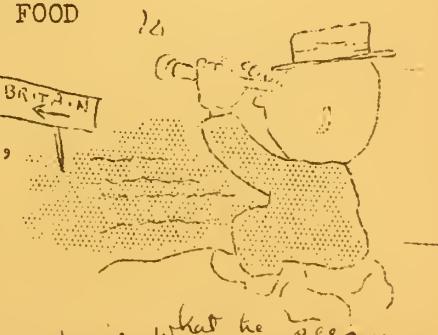
We hit the jackpot on coffee...

You can tell your coffee-loving listeners that they can rest assured about the coffee situation for the next three months. If the shipping conditions and production remain the same throughout 1944, the average civilian may expect about four pounds more coffee...and one-half a pound more cocoa...than they had in 1943. If our expected civilian coffee supply could be divided equally among every man, woman, and child in the United States, each person would get about 488 cups of brewed coffee...slightly more than one cup a day. This means an average of a little over 13-1/2 pounds of roasted coffee per person.

Civilians will get approximately 80 percent of the total coffee supply. The remaining 20 percent will go to United States military and war services. Over 70 percent of the cocoa is allocated for consumers. Cocoa is vital for our Armed Forces because of its products...chocolate bars and chocolate beverages, which are highly regarded as important foods. The Red Cross requirements have gone up because of an increase in the shipments of prisoner-of-war packages which contain cocoa in some form.

AN AMERICAN LOOKS AT BRITISH FOOD

Last week the ROUND-UP carried a story about "eating out" in the United States. Here is some information on eating problems in Britain, reported by Mr. George Biggar. Mr. Biggar, Assistant to Vice President of Radio Station WLW, recently made an observation trip to Britain at the invitation of the British.



Here's what he sees...

According to Mr. Biggar, the usual eating periods in hotels and restaurants in England, are breakfast, 7:30 to 9:30 A. M.; lunch, 1:00 to 2:30 P. M.; tea, around 4:00 to 5:00 P. M.; and dinner after 7:00 P.M. Places comparable to our lunchrooms and soda fountains seem to be lacking...there are very few places to get between-meal snacks.

Breakfast

A breakfast menu might look somewhat like one from the United States, but the ingredients in several of the foods vary considerably. Usually there is a choice of porridge or corn flakes; bacon or sausage and scrambled eggs or herring; bread or toast and tea or coffee. That sounds like one of our breakfast menus, doesn't it? But let's look at the ingredients. The sausage is about half soybean meal and quite bland. The scrambled eggs are made from American dried eggs and are good if prepared appetizingly...but few hotel chefs know the trick. Mr. Biggar tells us that he had only one hard boiled egg while in England and two fried eggs in Scotland.



Eggs a la dehydration...

Dinner

Dinner usually starts with a soup...then the main course, with two vegetables as a maximum. This includes goodly portions of potatoes and such vegetables as cabbage, brussels sprouts, beans or carrots. The bread is always the same because it is made from a national formula... National Wheatmeal Flour with wheat flour of 85 percent extraction, imported white flour, oat products, barley, rye, milk powder, and calcium. The loaves of bread look like what we call "Vienna" loaves. Instead of having a choice of pies and ice cream for desserts, British restaurants and hotels usually offer some unfamiliar "not so sweet" dessert, or cheese and crackers. The meal usually ends with coffee in the hotel lounge or the living room of a home.

Many offices serve coffee in the middle of the morning. You are asked "black or white". If you say "white", hot milk is added to the coffee, as the sale of cream is illegal. Coffee has never been rationed in Britain but tea is rationed to 2 ounces per adult each week.

And This Is What The Homemakers Have To Say

Mr. Biggar talked with British homemakers about their rations. Adults are allowed weekly about 25 cents worth of beef, pork, or mutton, which is a little over one pound of meat with bone; 8 ounces of cooking fats, butter and margarine, of which 2 ounces must be cooking fats and not over 2 ounces of butter; 4 ounces of ham or bacon; 2 pints of milk per week; 8 ounces of sugar; 3 ounces of cheese (more for certain classes of workers); 3 shell eggs a month; and the equivalent of a dozen dried eggs every four weeks.

Canned meats and condensed milk are under the point system as they are here. While Mr. Biggar was over there, 12 ounces of sweets and chocolate were allowed each person during a four week period. Expectant and nursing mothers, and small children are given priority for milk, eggs, oranges and orange juice concentrate.

Of course, there are some foods that aren't rationed. These include oatmeal, potatoes, root and leafy vegetables, apples, bread, coffee, dressed poultry and rabbits, liver and sweetbreads, and fish. Lemons, pineapples, and bananas are unobtainable. Mr. Biggar tells about giving a lemon to one woman in England. When she thanked him for the lemon, she said, "It's been over two years since I've seen a lemon. Tonight we'll have lemonade and we'll each have a sip or two".

MORE FOOD FOR SCHOOL LUNCHES



"I can handle all you give me..."

to provide the A and B lunches which FDA encourages for the school children's noon meal.

In case you've forgotten, here are the contents of a Type A and B lunch.

TYPE A LUNCH

It includes at least one-half pint of fresh whole milk as a beverage; a two ounce serving of a protein rich food; one cup of vegetables or fruit, or one-half cup of each; one or more slices of bread made of whole grain or enriched flour or cereal; two teaspoons of butter, or of margarine with added Vitamin A.

TYPE B LUNCH

Type B lunch must include the same amount of milk and bread, but one-half the meat or meat alternates, one-half the vegetables or fruits, and one-half the butter or margarine.

On the monthly basis, this new allotment should be sufficient to provide one and one-half a pound of meat per child, and one-half a pound of butter or margarine. This meets the requirements set up by the Bureau

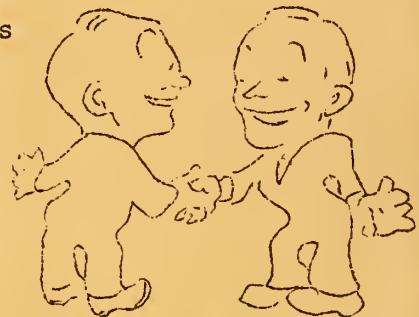
of Human Nutrition and Home Economics for 20 to 22 school lunches a month.

You can help in this program by urging the school representatives to go to their ration boards as soon as possible to get their allotments. When they go to the ration board, they should know the number of children to whom the school expects to serve meals during the months of January and February. The schools under contract with FDA should state the type of meals they plan to serve. Those schools that are not under contract with FDA, should be prepared to give detailed information on the kind of meals to be served and the amount of food needed. All the importance of petitioning soon should be stressed.

FOOD FOR THE PEARL HARBOR OF THE CARIBBEAN

In several recent ROUND-UP stories we have mentioned that a small part of our food supply has been allocated for U. S. Territories. Although this term is very vague, the percentage is usually so small that we don't think it is worthwhile to give you the number of pounds of each food going to each possession. However...we thought your listeners might be interested in knowing about the food situation on one of these islands.

Since Puerto Rico guards the eastern approaches to the Panama Canal, it is known as the Pearl Harbor of the Caribbean. And in addition to this important task, Puerto Rico furnishes us with several of our popular foods. We rely on her mainly for sugar. We raise only about 1/3 of the sugar we consume in this country... the rest comes from Puerto Rico and Cuba. In addition...we depend on this island for molasses...pineapple...rum...and tobacco... but sugar is by far the most important import. Benefits are mutual... When we buy these items from Puerto Rico we keep thousands of workers employed there.



In turn, they are dependent upon foods from the United States. In ordinary times, they produce about 60 to 65 percent of their own food. Their most important imports from us are rice, codfish, dry beans, lard, pork fat backs, canned meats, wheat and corn flour, tomato paste and sauce. For example, they ordinarily use about 10 thousand tons of rice a month.

Therefore, during the height of the Atlantic submarine sinkings, the people of Puerto Rico almost reached the starvation point. The 30 thousand tons of staples per month from the United States went down to a low of 1800 tons during the month of September, 1942. This became such a problem that the Agricultural Marketing Administration, which later became the Food Distribution Administration, began to buy food for Puerto Rico. At this time large boats were not to be had, so a land and water route for transporting food was devised.



Tiny schooners and open motor boats were used to take food from Florida to the tip of Cuba. It was taken across Cuba by rail and truck, carried from Cuba to Haiti where it was carried by boat to Puerto Rico and distributed to the people there. You can imagine the time and money it took for this complicated method of transportation. So, when the submarine menace died down, the cheaper water route was again put in operation.

As soon as we got back to the necessary 30 thousand tons of staple foods, we began to send them medicines...manufactured goods...machinery...seeds...fertilizer and other items which they needed. The foods and other items which we are sending Puerto Rico are really lifesavers for the people there. And it's to our benefit to have the boats come back filled with sugar and other foods we need.

AND PASS THE AMMUNITION

With the large amounts of pork on the market these days...and the extra ration stamp that's allowed for pork...homemakers are naturally using more of the pork products. And this means that they will have more household fats than before. Therefore, they should welcome ideas on the best use of these fats. Of course...the fat that isn't needed should be taken to the grocery store...but some of it can be used at home to save butter...margarine...and other cooking fats. For instance...bacon grease gives a delicious flavor to muffins...especially bacon muffins. And some men prefer biscuits made with ham grease. These fats can be used in frying eggs, potatoes, or apples. A delicious way to fix liver is to dredge it with flour and then brown it in bacon fat. Reduce the heat, and cook until tender in a covered pan. Then serve the liver with a couple of slices of bacon over the top. Bacon fat added to morning waffles should add an unusual and pleasing flavor. Or you might suggest that they add bacon fat when cooking vegetables.

However, if the homemaker uses these fats in every possible way and still has some left, she should take them down to the grocery store. In case she's forgotten the procedure...you might remind her that she needs a clean tin can, to hold the salvaged fat. Because of breakage, glass containers are not accepted...and because the renderer salvages the tin cans after the fat has been removed. Fats that are discolored, burned, highly flavored, or strong in odor, are not disqualified...they are just as acceptable as clean fats.

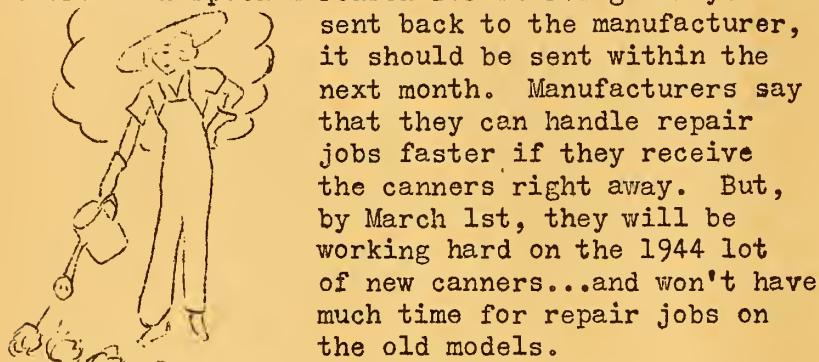
At the present time, the one-point brown stamp is the only one that the homemaker may be given for her household fats. But she will receive two of these stamps and four cents for every pound of fat she takes to the grocer. She may use these stamps at any store selling meats, fats, and oils. When the tokens become valid, they may be given in change and used in payment for household fats.

The whole procedure is quite simple... not even a form to fill out. Every homemaker should agree that it's worth her while to take used fats to the grocery store when she realizes their value in making ammunition for our fighting men. For instance... every pint of used cooking fats that she saves, will produce enough glycerine to fire four 37 mm. Anti-Aircraft shells...and the same amount will produce enough glycerine to manufacture 1/2 pound of dynamite.



GETTING AN EARLY START

Around this part of the year, it's time to remind homemakers to dig out their old pressure canners and get them ready for the canning season. It might not occur to many women to start thinking about pressure canners ...when their Victory Gardens haven't even been planted. But this year there is a special reason for starting early. If the canner has to be



sent back to the manufacturer, it should be sent within the next month. Manufacturers say that they can handle repair jobs faster if they receive the canners right away. But, by March 1st, they will be working hard on the 1944 lot of new canners...and won't have much time for repair jobs on the old models.



Of course, all pressure canners don't have to be sent to the manufacturer. Urge your listeners to check the canner first to see if anything is wrong with it. When a gage seems to register incorrectly, nine times out of ten it's only because the safety valve is clogged with food and grease. And homemakers can remedy this situation at home. All they have to do is to remove the safety valve and soak it in vinegar for a short time. If this doesn't remove all the dirt, a string should be pulled through the opening.

The gage of every canner should be checked every year before canning time, with a master gage or special kind of thermometer. In some states, home demonstration agents or home management supervisors have these instruments and can help with the testing. Some local dealers are able to check gages for homemakers.

If there is no way of getting it checked near home, tell your listeners to unscrew the gage and send it to the manufacturer. But it must be packed very carefully because it is a precision instrument...and can't stand hard knocks or bangs. When the gage is tested and ready to be put back on the canner, use plumber's paste (litharge and glycerine) on the threads...to be sure of a tight seal.

Even though the War Production Board has authorized the manufacture of 400 thousand pressure canners for 1944, every old canner that can be put into good condition is needed. Since a pressure canner is recommended for all the common low-acid vegetables ...except tomatoes and the vegetables pickled before canning...it is important that homemakers have their canners in "tip top" condition...ready and waiting for the first vegetables from their Victory Gardens.

In case your listeners would like more detailed information about the care of pressure canners, tell them to write to the Office of Information, United States Department of Agriculture, Washington 25, D. C., and ask for the bulletin, "Care of Pressure Canners".

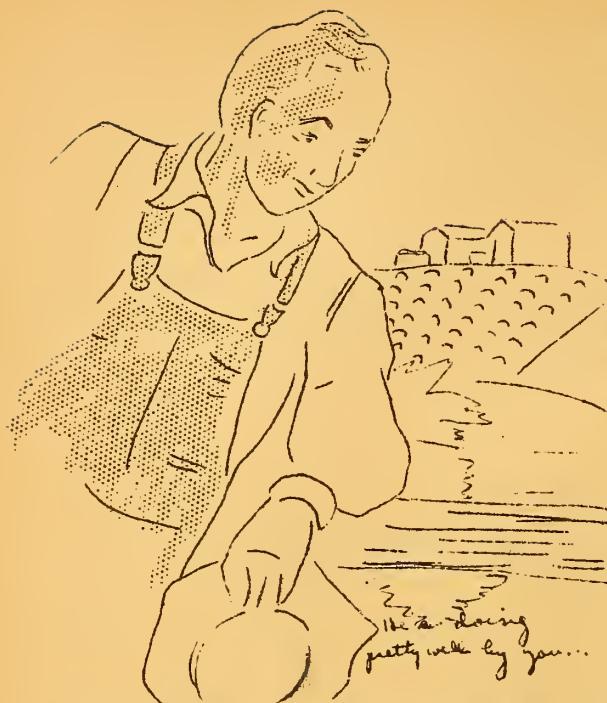
SPUD SUGGESTIONS

We're back on the subject of potatoes again...but then...any nutritive food that's more than plentiful...relatively cheap...and ration-free deserves a lot of publicity. There's no better vegetable on the market your homemakers could buy...yet...despite the supply...consumption of those favorites of the Irish hasn't been quite up to expectations...and there's still a good part of last fall's 465 million bushel crop still available...and it won't be so very long before the new spring crop begins to come in. And we can't afford to have too many of last year's crop around when the next crop begins to roll in...as you can see...with our cramped storage facilities...processing...and distribution problems. So...if you'll give them a plug now and then...you'll be doing a job for Uncle Sam. Incidentally...you might remind your chubbier listeners that they needn't worry about the fattening quality of potatoes. A fair-sized potato gives 100 calories of fuel food for the body. That's no more than a large orange...a large apple...a slice of bread...or two-thirds of a cup of milk. It's the addition of that scarcity...butter...to the potato that puts on the extra pounds.

FOOD FOR YOU

Here're a few tips from our Civilian Food Requirements Division on foods that your homemakers can look for in relative abundance in the next few weeks. The list...an encouraging one...includes eggs...canned green and wax beans...peanut butter...wheat breads and rye bread...citrus marmalade...enriched or whole wheat flour...including self-rising and processed...cereal breakfast foods...soybean products...including flour...grits...and flakes...and biscuits and crackers. Bargains in canned goods promised include canned carrots and spinach.

FRESH FOOD ROUNDUP



Carrying over from page 7...there are plenty of fresh vegetable and fruit selections to swell that list. Irish potatoes...of course...are the best buys...in supply...price...and quality. Then...there's a liberal supply of cabbage available these days...and at reasonable prices, coming principally from Florida. That cabbage is a top ranking vegetable as far as vitamins are concerned...with plenty of Vitamins A...B₁...C...and riboflavin ...as well as the pellagra-preventive factor. And here's a tip on selection ...as a general rule, the greener the cabbage...the richer it is in most all of the vitamins. It's a good source of calcium and iron...too.

Other vegetables ranging along the top of the best buys of the week include rutabagas...relatively cheap

and plentiful...sweet potatoes, a little lower priced in some sections than they've been...and lettuce...although the demand for this salad base is larger than the supplies in some communities...you might check your local markets on that. Celery supplies are increasing...as Florida's peak season gets into focus...and it's generally selling at slightly cheaper prices.

And good news for those early morning breakfasters who want a good eye-opener as well as plenty of Vitamin C for the day is the excellent quantity of citrus fruits available. Oranges...grapefruit...and tangerines are all at the cheapest prices they've been all season...and there're plenty for the demand. Those versatile fruits will fit in with every meal your homemakers plan...as an appetizer...a salad...a dessert...or a refreshing between-meal drink.

That's the best of the story. But then...there are a few items for variety in menus...that are strictly luxury foods. A few English peas, for instance...light supplies of Florida snap beans...and small quantities of squash and onions can be had on occasion...but they're high priced. More plentiful are supplies of collards...turnip greens...and broccoli. That broccoli is a little more reasonably priced than it's been. Then...don't forget those Vitamin A famed carrots...now in fair supplies on most markets...priced to meet homemakers' budgets. Turnips continue in relatively light supply...since crops haven't fully recovered from the recent freeze. A few small sized apples may be found...but if you find any large ones...we'd like to know about it.

The Fresh Food Roundup is based on general supplies and movements of fresh fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.



A Service for Directors
Of Women's Radio Programs

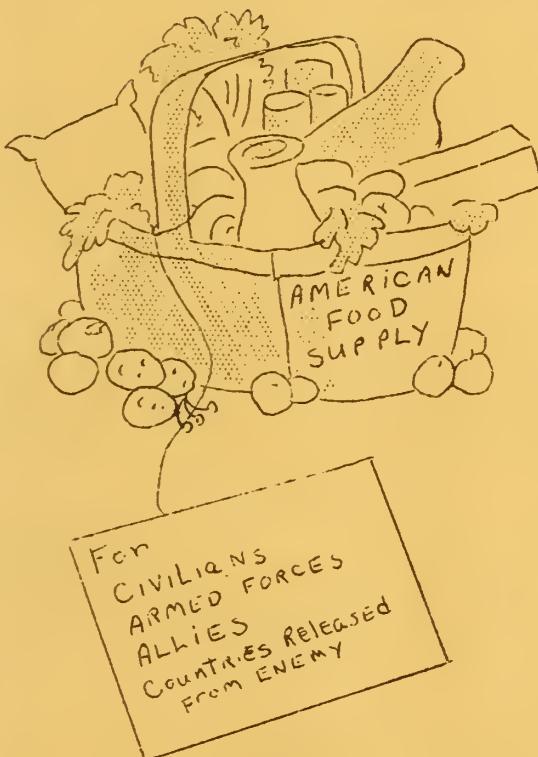
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U. S. DEPARTMENT OF AGRICULTURE

Radio Round-up

on food...

Atlanta, Georgia
January 29, 1944

AMERICAN FOOD TO THE RESCUE



"American food is one of the most powerful resources on our side in this global struggle. On all fronts ...on every ocean and every continent ...American food is being employed as a major element in the grand strategy of the United Nations," according to Mr. Roy F. Hendrickson (former Director of FDA, now Deputy Director General of the United Nations Relief and Rehabilitation Administration). American food helped Britain hold on during the dark days of 1940...it helped the Red Army turn the tide at Stalingrad... and it played a part in the Tunisian and Sicilian campaigns. Our food made the battles easier and... cheaper in lives.

As the demands for American food have increased since the war, a system of allocation has been set up. First...the American civilians have to be provided with an adequate diet to meet the minimum standards

formulated by the National Research Council. Second...our Armed Forces must be provided with all the food they need. And Mr. Hendrickson emphasizes that the soldier in uniform eats more than he did in civilian life...he needs more. And...in addition to meeting his immediate needs...

we have to maintain large reserves of food for unexpected wartime needs. At the present time we have the best fed Army and Navy in all history... and, of course, we want to continue feeding our Armed Forces well. The constant repetition of hard tack, corned willy, and beans has disappeared from the G. I. menu...and a close replica of home cooking has been accomplished. Today's American fighting man, wherever he may be, gets a good, nourishing, well-balanced ration three times a day.

The third requirement for American food comes from our Allies and other groups engaged in direct war effort. Mr. Hendrickson says, "Hitler could not offer food, he had to take it away to feed his own starving 'supermen'. Japan has forced the Chinese to leave their rich ~~coastal~~ area and scratch a scanty living from the hills and plateaus. The United Nations are already shipping some food into Hitler's Fortress Europe."

Mr. Hendrickson gave Greece as an example of the countries we are helping. As Greece has very few resources, the Germans feel no responsibility for feeding these people. As Greece was not a part of the Nazi war machine, the Allies agreed that limited quantities of these essential supplies would not aid the enemy. Therefore, early in 1942, arrangements were made through diplomatic and military channels...and in March, 1942 the first ship left with flour, medicine, and vitamins for Greece. Now there are about three ships leaving every month...carrying grain...food-stuffs...medicine...clothing...wheelchairs...artificial limbs...and other vital necessities for the unconquerable Greeks. These ships cross the ocean with lights ablaze and special floodlights on the flags...the flag of Sweden and the flag of the International Red Cross. At the present time these ships are carrying approximately 12 million pounds of food every month from the United Nations...not counting medicine and other necessities.

Each nation that we take back from the enemy brings with it a responsibility for relief. It is estimated that it will take 10 to 15 years to repair the ravages of famine in Greece, especially among the children and young people. In the Pacific Island area the problem is not so acute because of the rich and productive soil. But we will find many people in China looking to the Allies for food and medicine.

Mr. Hendrickson says "We are not trying to feed the world. We are trying to furnish large enough quantities of food in the right places to shorten the war and make easier the job of building a good peace."

A PROBLEM IN DIVISION



Information about large amounts of American food being shipped to our Allies and friendly countries has caused some U. S. consumers to wonder about the available civilian supply. In a recent address, Dr. Norman Leon Gold, Chief, Civilian Food Requirements Branch, Office of Distribution, WFA, emphasized that civilians were still receiving adequate amounts of food. Dr. Gold said, "Each year new records in total agricultural production have been achieved. As a result the output of food also made new records. It is true that the military needs expanded and the Lend-Lease program grew. But civilians got their fair share and, in fact, the major part of the food. Over 95 percent in 1941, over 85 percent in 1942, and somewhat

over three-quarters of the total in 1943. Moreover, because total supplies were expanding each year, the 1943 civilian share was very little different from the 1941 supply. On a tonnage basis, commercial food supplies were probably greater in 1943 than in any other year in our history. On a nutritional basis, the 1943 record shows improvement in every essential nutrient."

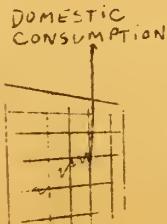
As far as we can see, we will continue to be very well fed in 1944. We will continue to have about 75 percent of all the food produced in this country. In fact, about 90 million tons of food will be distributed to domestic channels during 1944. In order that the civilian food supply is divided into equal shares, rationing has been necessary. According to Dr. Gold, foods are rationed because (1) the quantity available is very much below our customary consumption levels or (2) because the consumer demand at ceiling prices is far in excess of the available supply. For instance...the average consumer would probably buy 160 to 170 pounds of meat during the year if he could get it. But only 132 pounds are available for each civilian...so meat rationing will keep the demand close to the supply. Consumers would buy at least 30 percent more canned goods than currently can be made available...if canned goods were not rationed. We have only three-fourths of the cheese that consumers would like to have.



Another step that has to be taken in order to insure an equal distribution of civilian foods is the arrangement of food for special groups...such as school lunch programs...workers in industry...babies...mothers...and invalids. About 4 million children are getting a fully-rounded, nutritious noon meal under the School Lunch Program. This will pay dividends for years to come. Special canteens have been established for industrial workers. Already approximately 8 million workers are getting energy through these meals or snacks.

A third problem in distributing civilian food is the problem of getting large quantities of food in the areas where it is needed the most. For instance...the population of some states has increased considerably since the beginning of the war...so the food needs have increased. Spreading the food equitably to all consumers is obviously the objective.

From time to time, releases of food from the Government set-asides or stock-piles supplements civilian food supplies. When this happens, an effort is made to pass these supplies into the civilian market through normal channels.



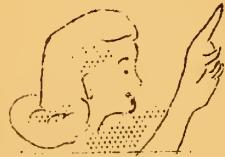
Dr. Gold said that our own domestic consumption has increased considerably since the beginning of the war. Compared with the pre-war average for 1935-39, the record of 1941 and 1942 shows an increase of 13 percent in meat consumption, 54 percent in poultry consumption, and 15 percent in egg consumption. In the peak year of consumption since 1939, canned fruit juice sales nearly doubled, and other canned fruits went up about 25 percent.

Dr. Gold ended his talk with a word about post-war planning. "Back in the 1930's we used to talk about the challenge of under-consumption. We used to think that it would need millions of additional acres of land to supply the increased billions of pounds of food that civilians would consume if given the opportunity. That theory is much more of a proved fact now. It offers a great promise to us for the post-war world. It establishes objectives for a good and lasting peace."

REPORT OF THE HOME FOOD PRESERVATION CONFERENCE

Probably you have been hearing about the conference on Home Food Preservation held in Chicago between January 13-15. There were so many important recommendations made by the various committees, that we couldn't possibly tell you about all of them...so we chose a few of the points which we considered the most important, and decided to give them to you in outline form.

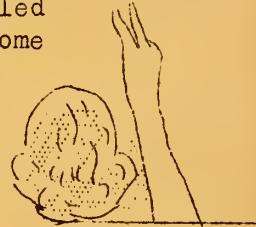
1. Safeguards Essential in Home Food Preservation



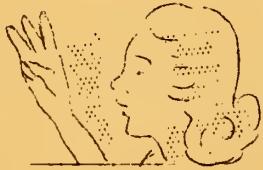
Warning should be given against oven canning because of danger from explosions and danger of under-processing. While the open kettle method is generally satisfactory for making relishes...preserves...and jams...it is not recommended for canning any food, whether tomatoes or fruits, non-acid vegetables, meat, fish, or poultry. The boiling water bath (when the jars are completely covered with boiling water throughout the processing time) is recommended for tomatoes...tomato juice...rhubarb...fruits...and fruit juices. Only the steam pressure canner, correctly used, is recommended for all low-acid vegetables, and meat, fish and poultry.

2. Home Canning Supplies and Equipment

Recommendations were made that homemakers be given detailed step-by-step instructions for using all jars and other home canning equipment. Many of the canning accidents last summer came from women not understanding how to use the wartime models of jar tops and pressure canners. Homemakers should follow the manufacturer's instructions to the letter.



3. Community Canning Centers



It was felt that all agencies engaged in educational programs on the food front should assist in the organization and development of community food preservation programs whereby there is a need and interest for it.

4. Supplementary Methods of Food Preservation

Additional methods of food preservation may be divided into four groups ...cellar storage...salting...dehydration...and freezing. Cellar storage is a method that requires little purchased equipment. It is mainly for bulky products as potatoes, and other root vegetables.

Salting is adapted to preserving meats and non-acid vegetables such as cabbage...snap beans...corn...and greens. Drying of food for home use consists of placing the prepared products in the sun...in the oven...over the stove...or in the attic...until sufficiently dry for storage. Dehydration is the method of drying fresh fruits and vegetables in a specially designed tight fitting box under controlled temperature, humidity, and air-flow. Quick freezing and holding of certain foods in the frozen condition is probably the most satisfactory method of food preservation from the standpoint of conserving nutritive values, palatability, and appearance.

5. A Coordinated Program in Home Food Preservation

State and County meetings on food preservation were planned in order to promote a common understanding and plans of action. In addition, plans were made to keep the general public informed regarding programs and achievements of the food preservation program.

ALL DRESSED UP, READY TO GO PLACES

Packages of American food for shipment overseas are "all dressed up" with new labels. During the past year the FDA (now Office of Distribution, War Food Administration) has designed a standardized package label for food being shipped abroad. Previous to this, American foods were not identified so that the Russians...Arab...Greek...Italian...French...or other recipients...would know that the food was from the United States. The food went in cans or cartons with the contents, weight, lot number, and contract number, and...sometimes...with trademarks familiar only to Americans...but no real identifying design on the label telling that it was American food.

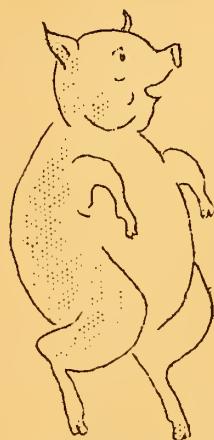


So...the WFA developed a design which gives credit where it is due, based upon, but not actually utilizing, the American flag. Lend-Lease, however, already had a symbol, involving the actual flag, which they wanted on all Lend-Lease foods. This complicated matters because at least 38 out of our 48 states have laws or statutes forbidding the sale of any goods with the American flag as a trademark, and it sometimes happens that food originally intended for Lend-Lease is finally distributed in the United States to meet an emergency...or because Lend-Lease requirements change with changes in the battle areas. If the American flag were on the label, the product would have to be repackaged before it could be distributed in the United States. As a result, the Lend-Lease symbol cannot be used on any foods except those which positively will not find their way into the domestic trade.

The symbol designed by WFA is made in red...white...and blue...that makes it even more typically American. In addition to the English language, identification and instructions for use are in as many as 14 foreign languages on a single package. So the package can be easily identified by the people receiving the food...no matter where they are or what language they speak.

THE DARK CLOUD

This is the tapering off time of the year for meat production...so point values have been raised for most cuts of beef, lamb, and veal. There won't be as much meat available to homemakers during February as they were able to buy during the months of December and January. OPA officials tell us that the total retail meat supply in January was approximately one billion, six hundred million pounds...the February supply is estimated about 2 hundred million pounds less. Approximately half of the February supply will be pork...beef will make up the next largest proportion.



I'm still your
best buy...

Most pork cuts...except the choicest pieces which are becoming relatively scarce...will remain at the same low values. Loin roasts, center and end chops, and tenderloin are raised one point.

Beef steak cuts are raised two points per pound. Most of the other cuts of beef...including roasts and stews...are increased one point. Veal...lamb...and mutton items also show an increase of from one to two points.

All cheeses made a substantial jump in point values. This is because of the great consumer demand in relation to the supply. For example...the demand for cream cheeses has been running about 50 percent higher than the amount that is allotted to civilians. Therefore...the February brown stamp chart lists cheddar cheese as 12 points...cream cheese, creamed cottage cheese and Neufchatel at 10 points...and Swiss, munster and bleu up to 12 points a pound.

Although record breaking hog slaughterings have brought large amounts of lard to the market, great quantities are needed for war purposes...as a substitute for the relatively scarce vegetable oils. During the past couple of months purchases of lard exceeded the amount allotted for civilians by about 12 percent.

Therefore, the increase of one point...which brings lard up to three points a pound...is expected to bring the demand closer to the civilian supply.

The best point value news for February is the four point cut in canned salmon and all other canned fish...except oysters.

You will be interested to know that surveys indicate that the typical homemaker spends about 11.2 points per week on meats...using the remainder of her 16 brown points for butter, cheese, fats, and canned fish. Assuming the same types of meat are bought, this amount of brown points will be good for a 2.2 pounds of meat per week during February, as against 2.7 pounds under former point values.

THE SILVER LINING

Most of the February news of brown stamp foods may have been disappointing to the homemaker, but she will be glad to know that the point values of all major canned vegetables are reduced. However, OPA denies that

there will be a "point holiday" for canned foods. Adjustment of point values from month to month is determined largely by a monthly budget based on the Government's estimate of the quantity of each food available for rationing. When the food moves too slowly...the point value decreases.

Among the canned fruits that have been reduced are cranberries and sauce...grapefruit...apricots...plums...and prunes. Applesauce, fruit cocktail, peaches, and pears have been raised in point value. Asparagus...all dry varieties of beans...soybeans...fresh shelled beans...beets...corn...spinach...green leafy vegetables...mixed vegetables...mushrooms...and tomatoes lead the parade of the vegetables that have been reduced in point value.

Pure grape, fig, and plum jellies and jams are reduced, too.

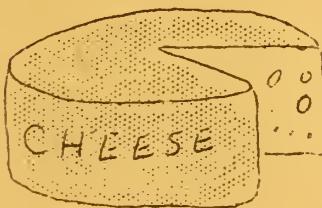
Introduction Please

Frozen baked beans are appearing in most grocery stores where there are facilities for frozen foods. As these are relatively new to the majority of women, they need an introduction. You'll want to remind your listeners that these beans are a great time saver because they're already cooked...they just need to be heated and served. And another thing in their favor is that they are ration free.

RESTRICTION OF CHEESE-FDO 92

In order to obtain the most efficient use of the nation's milk supply, the WFA has issued FDO No. 92. This order restricts production of all types of cheese except cheddar...pot...and bakers', to the quantity produced in 1942, so that the milk supply may be further conserved. (Deliveries of cottage, pot and bakers' cheese already have been limited under the Milk Conservation order...FDO 79). This action leaves only one kind of cheese...American cheddar...with unlimited production.

Civilian Cheese Supplies



War Food Administration officials say that it is hard to predict the exact effect this order will have on the civilian supplies of cheese, because of the variable conditions such as weather...total milk output...and the effect of other milk orders.

However, civilians have been receiving...and are now getting...about 30 million pounds of cheddar cheese a month. In addition...during 1943 they received an average of 17-1/2 million pounds of cheese other than cottage and cheddar each month. After February first...the average quantity of other than cheddar available for civilians is estimated around 16 million pounds a month.

FRESH FOOD ROUNDUP



In a list of unrationed foods which promise relative abundance during February...put out by our Civilian Food Requirements Division recently...fresh vegetables and fruits included were white potatoes...cabbage...and fresh oranges and grapefruit. Well...

your listeners should find all of those on their local markets without any trouble. Those Irish spuds hold the record for staying consistently at the top as best buys...and...in view of their food value...and relative cheapness...that's good news. Now they're sharing the spotlight with what promises to be a record winter crop of cabbage...plus an abundant supply of rutabagas. Those oranges...grapefruit...and tangerines are encouragingly low in price...and high in good quality. They're at their lowest price this season...but you might remind your homemakers that tangerines are nearing the end of their season...although their supply is still fairly good.

Other good buys of the week include moderate supplies of reasonably priced carrots. You know what an excellent source of Vitamin A they are...so even if they won't make your hair curl...as you were probably told once...they're certainly worth a prominent place in salads...soups...and stews these days. They're probably at their best eaten raw...in salads...since none of the food value will have a chance to cook out of them. For those raw salads...there's a moderate supply of lettuce currently, of good quality. For other salad ingredients...you're listeners should be finding fair supplies of crisp celery...now that Florida's right in the midst of its winter celery season. Among other garnishes that make a menu more interesting are radishes...now in fair quantities on most markets...and some sweet peppers of excellent quality...plus a light supply of beets and a few rather high priced cucumbers.

Green vegetables available offer plenty of variety. There's a good supply of collards...fair amounts/reasonably priced spinach...and moderate amounts of mustard greens on most Southern markets. For other vegetables...Florida's now in mid-season for cauliflower. Moderate supplies of sweet potatoes...one of the most nourishing of root vegetables...are available...though there's a wide range in quality...so you might give a few tips on selection. They should be smooth and firm...since odd shaped yams take too much time in preparation...and sweet potatoes with cuts or bruises will spoil quickly.

The Fresh Food Roundup is based on general supplies and movements of fresh fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.



A Service for Directors
Of Women's Radio Programs

Radio Round-up

on food...

Atlanta, Georgia
February 5, 1944

BUTTER ALLOCATION



U. S. citizens--civilians plus the men and women in the Armed Forces--will get 94 out of every 100 pounds of the 1944 butter supply. Civilians will be allowed slightly more than a pound of butter a month for the present year. (This does not mean that each homemaker's ration of butter will be limited to a pound a month. This is just a per capita average--some civilians will naturally have more butter and others less.) Although this is less than the amount of butter allowed civilians last year, the

difference is so slight that the average person won't be able to notice the change. It is a decrease of only about one-third of a pound per person over the year.

As allocations are based on estimated supplies, they are definite for only three months at a time...although they are planned tentatively for the total year. The figures may be revised upward or downward according to changing situations. For instance...the War Food Administration is working now to halt the trends which are diverting milk away from butter. Last week an order was issued to restrict the production of all cheeses other than cheddar (cottage, pot, and bakers' cheese were already limited) to 1942 levels. Some of the milk conserved by this action may be redirected to butter. If other trends to divert milk away from butter are stopped...and if farmers reach the 121 billion pound milk goal set for 1944...the butter supply may be larger than now estimated.

During 1944, the allocation for the Armed Forces and for the war services will provide almost one-half pound of butter a week for every man. The figure was worked out by using the Army ration as a base. Although this quantity is a slight decrease in the amount of butter allowed for each serviceman, the total allocation of butter for the Armed Forces is much greater than the allotment for 1943--about 120 million pounds more. This increase was necessary because of the growing size of the Armed Forces. The war services allocation has also been increased because some of the supplies going to post exchanges and contract schools...which formerly came out of the civilian allocation...will now come out of the military allocation.

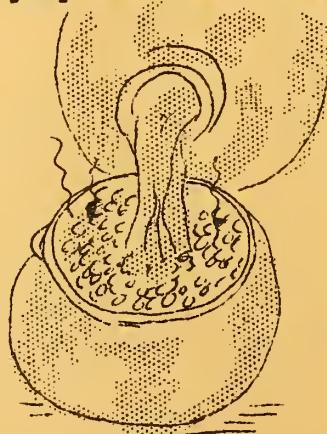
Other Allocations

About one out of every 100 pounds of American butter will go to Alaska, Hawaii...Puerto Rico...the Virgin Islands...the Red Cross...some friendly nations where American workers are doing construction work...and to the contingency reserve. Also a small percentage of our butter supply goes to the Russian Armed Forces. This quantity does not meet Russia's requirements--not even their military requirements--but only the amount the U. S. can reasonably supply in view of their other needs. Almost all of the butter sent to Russia is distributed to front line shock troops and to military hospitals. Russia is the only one of our Allies to whom we send butter under Lend-Lease. Great Britain is able to import her requirements from other countries. Under reverse Lend-Lease, our Armed Forces receive about 20 million pounds of butter a year from Australia and New Zealand.

BAKED BEANS--20th CENTURY STYLE

A modern dinner of baked beans is not such a problem for the present day homemaker as it was in Grandmother's day. Many of today's homemakers are doing a war job in addition to their regular home duties. So, they will be glad to hear about frozen baked beans. These beans are ration free, you know. By using these frozen baked beans, a busy 20th Century homemaker can prepare a traditional dish of baked beans in a matter of minutes.

Of course, the method of cooking varies slightly with the different brands. Some of them have molasses added--and others may be packed with tomato sauce. However, all of them have been cooked thoroughly--they just need to be heated. If your listeners prefer to heat them on the top of the stove...suggest that they put the package of frozen beans in a sauce pan with 2 tablespoons of water.



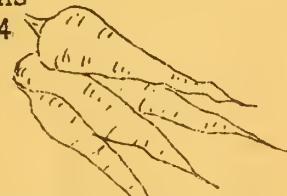
Some homemakers will prefer serving the frozen baked beans in the traditional way--that is, in a piping hot bean pot just out of the oven.

For additional flavor, some homemakers will want to add molasses... chili sauce...mustard...or onion while heating the beans. Slices of bacon across the top of the bean pot will not only add flavor to the beans, but also make a more attractive dish.

Remind your listeners not to thaw the beans before cooking. However, if they thaw partly, they should not be refrozen. Better results will be obtained if they are used right away...heated in a covered sauce pan slowly for about 15 minutes.

VITAMIN A ALLOCATION

A recent announcement by WFA reported that civilians will receive more than 63 percent of the total 1944 commercial production of Vitamin A. This is about the same amount as they received in 1943. As servicemen get most of their vitamins through a nutritionally balanced diet, only about 4 percent of this vitamin allocation will go to the U. S. military and war services. Exports and shipments to *you'll get even more Vitamin A than in these ...* our territories...Allies...and other friendly nations...and a contingency reserve for emergency war purposes... require about 33 percent of the supply.



Vitamin A is one of the most important nutrients because it aids in the prevention of night blindness. It is especially vital to our flyers and war-workers on the night shift. Naturally...most nutrition-minded homemakers try to follow the basic seven chart which suggests foods that supply sufficient quantities of Vitamin A. The main foods naturally rich in Vitamin A are the yellow and green vegetables... liver and eggs...and butter. But synthetic Vitamin A is needed to enrich some of the foods that are not naturally rich in this Vitamin. For instance, synthetic Vitamin A is needed to fortify margarine.

In addition, it is needed for other food enrichment and pharmaceutical uses--especially for babies. It is extracted from fish liver oil, although carotene--a pro-vitamin A extracted from plant sources--is also used to some extent.

RAISINS FOR CIVILIANS

An addition of 54 million pounds of raisins from the 1943 crop will be made available to civilians through the regular trade channels. This makes a total of 336 million pounds of raisins released to civilians from the 1943 pack. The new allocation is being made to civilians because the present supply of raisins will fill military...civilian... and Lend-Lease requirements.

FATS AND OILS ALLOCATED

Civilians will have about the same quantity of fats and oils during 1944 as they averaged during the last six months of 1943. Approximately 44 pounds of edible fats and oils will be available per person throughout the year. The present estimates indicate that there will be slightly more than 12 billion pounds available for allocation. Over two-thirds of this total will be used as food and divided like this--69 percent for civilians...9 percent for military and war services...21 percent for our Allies...and one percent to be set aside as a reserve. A large part of the fats and oils allotted to non-food purposes will be used in the manufacture of soap.

VICTORY RECIPE-MENU CONTEST



Seven hundred dollars worth of war bonds and stamps will be given for the prize-winning recipe-menus in a contest conducted by American Federation of Labor in cooperation with the War Food Administration.

This is in keeping with WFA's program for better nutrition and proper use of food. The contestants will have to write a menu for one entire day planned around the seven Basic Food groups...and include a recipe for the principal dinner dish. The contest ends April 30, 1944. The judges of the contest include a representative from the WFA...two nationally known food columnists...a consultant to the Agricultural Research Administration...and an officer of the American Dietetic Association.

DRIED APRICOTS FOR HOSPITALS

Part of the 1943 pack of dried apricots...which has previously been reserved for the Armed Forces and other war uses...has been released for civilian hospitals. Dried apricots are important for hospitals because of the large amounts of Vitamin A and iron they contribute to the diet. They are especially suited to the soft diet required for many hospital patients...and they add color and variety to the limited range of foods permitted on this type of diet.

Civilian hospitals will be eligible for dried apricot allotments based on the average number of patients served daily in 1942. Hospitals desiring allotments should apply to the Regional Office of Distribution, WFA.

MAKING ROOM FOR MEAT

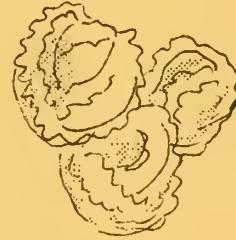
A larger quantity of frozen fruits will be available to bakers, ice cream makers and other manufacturers. WFA is asking the cooperation of the ice cream and baking industries at this time so there will be more freezer space for meat...even though this temporary increase does

not step-up the total supply that will be available under rationing. Any increase in use allowed now will be deducted later from industrial use allotments.

Primarily affected by this announcement are manufacturers making industrial use of bulk frozen fruit. Preservers and other processors do not need permission to use extra frozen fruits since their ration is not limited to stated periods. Now that most frozen vegetables are point free, hotels...restaurants...and other commercial eating places that can make use of bulk containers, can assist in moving these foods out of storage.

MAKING PLANS FOR THE CABBAGE CROP

Recently, the Kraut Industry Advisory Committee and the WFA met to discuss ways and means to turn some of the Southern cabbage crop into kraut. Last year, there was not much kraut for civilians because the kraut crop was the smallest on record...and about 90 percent of this amount was taken by the Armed Forces. On the other hand...there is an extremely large production of cabbage expected in the Southern States this year...so consumers will be glad to hear that WFA is taking steps to encourage the manufacture of some of this indicated record crop for kraut to meet the demands for this product.



The kraut packers indicated that the suitability of Southern cabbage for kraut making would be improved if the growers would leave the cabbage in the fields until mature and hardened.

It would probably be a timely tip for your listeners if you'd give them a few simple instructions on making their own kraut. First of all...it calls for good...sound cabbage. Outside leaves should be trimmed off...and the rest shredded finely...and pressed down firmly in quart jars. The jars should be filled to within one inch of the top. Then one tablespoon of salt...and one of sugar should be added...and enough boiling water to overflow. Then the jars must be sealed immediately.

After it has stopped fermenting it will be necessary to process it if it is to be stored for any length of time. If it is processed it takes 30 minutes in boiling water for quart jars.

This method should be especially economical for homemakers who have only a few heads of cabbage to be made into kraut at a time.

SLICING THE CHEESE

This year our total supplies of cheese for civilians will average a little over 4 pounds per person. This means we can use cheese at about the same rate we have been using it since rationing began.

Although civilian supplies of cheddar cheese will remain about the same, other types of cheese going to civilians will be slightly less than last year.

Six percent of the total cheese supply will be set aside in a reserve to meet emergency civilian and war requirements and to allow for possible shifts in production estimates. Civilians in the U. S. territories will be allotted about the same quantity as they ate in 1943--about $6\frac{1}{2}$ million pounds.

The amount of cheese allocated for servicemen is increased about 5 million pounds. In addition, it is estimated that about 65 million more pounds of cheese will go to our allies and the Red Cross. Most of the Red Cross cheese will be used to feed the U. S. prisoners of war. Escaped prisoners have stated that the weekly Red Cross food packages not only maintain morale, but life itself.

As yet, no American cheese has been allocated for relief feeding in the liberated areas. Storage facilities in those countries are probably not adequate to properly care for cheese.

MORE EGGS FOR CIVILIANS



*Quo I'm doing
pretty well...*

This year our egg production is expected to amount to almost 45 billion eggs -- yes, 3 and 3/4 billion dozen eggs. Out of this total supply, civilians will be allotted 75 percent. The other 25 percent--or one out of every four eggs produced--will go to our armed forces, U. S. territories, our allies, the Red Cross, and liberated areas.

According to the way our egg supply has been divided, each civilian should have almost an egg a day during 1944. In fact, we civilians will have 349 eggs on a per capita basis...as compared to 345 eggs last year, 316 in 1942, and an average of about 300 eggs for the years between 1935-39.

Eggs and egg products are playing an important role in the war. Dried eggs are being used extensively on every battlefield by the U. S. armed forces and allies. Along with other dehydrated foods...eggs helped break the submarine blockade of England...because they made it possible for one ship to do the work of four or five. In addition...Russia is now using American dried whole eggs extensively to supply military needs.

ALLOCATION OF CONDENSED AND EVAPORATED MILK

The civilian's share of evaporated and condensed milk for 1944 will remain about the same as under rationing during the past several months. About 53 out of every 100 pounds of evaporated milk have been allocated for domestic consumers. This means that there will be slightly more than $13\frac{1}{2}$ pounds of evaporated milk for each civilian--

or this breaks down to about 15 of those $14\frac{1}{2}$ ounce cans. A little less than 3/4 of the total supply of condensed milk has been allocated for civilians.

Of course, some people use a great deal more canned milk than others. So, therefore, the per capita estimates give the total supply picture more than they show actual levels of consumption.

States

United/military and war services will receive 28 out of every 100 pounds of evaporated milk. This is 379 million pounds more evaporated milk than they received last year. The increased military allocation reflects primarily an increase in the number of men overseas. As soldiers leave the U. S., the fluid milk which they have been drinking must be replaced by such dairy products as evaporated milk and milk powder...which can be exported satisfactorily.



Smaller quantities of condensed and evaporated milk have been allocated for export to our territories...to Russia...liberated areas...friendly nations...the Red Cross...and British military services overseas.

OUR NUTRITIONIST SAYS...

Frozen Foods

You might remind your listeners that they are missing a good bet if they aren't making use...at least occasionally...of some of those frozen foods. Most of them are now point free...they take little preparation...and only a few minutes of cooking time. Studies have shown the food value to be higher in frozen foods than in other types of processed food. Best of all...the flavor is unimpaired.

In counting the cost of these foods...they might consider that there is no waste...and no labor involved in preparing them.

Another Good Bet

A study by Stiebling and Phipard of the Bureau of Human Nutrition and Home Economics showed that 2.2% of the family's food money spent for potatoes and sweet potatoes yielded in the day's diet the following:

6.1% of the calories
4.6% of the protein
3.7% of the calcium
8.3% of the phosphorus
23.7% of the Vitamin C
7.7% of the riboflavin
11.2% of the Vitamin A

FRESH FOOD ROUNDUP

Fresh fruit and vegetable markets are looking up this week...and a lot of their prices are going down...which should be good news for your listeners. Cabbage, for instance, is rolling into markets in large quantities from Florida truck farms, and is selling at much cheaper prices on the wholesale level... this cut will probably reflect in retail stores as well. The root vegetable standbys--Irish potatoes and rutabagas...continue in plentifullness at relatively cheap prices.



Other good buys of the week include moderate supplies of reasonably priced carrots of good quality...fairly heavy quantities of lettuce, priced a little lower in some sections than it's been recently, and moderate shipments of Florida-grown celery. This vegetable, too, is more reasonably priced this week.

For the vitamin-conscious there are plenty of winter green varieties available. Fairly good quantities of collards are selling at reasonable prices, and liberal supplies of turnip greens and fair amounts of mustard greens can be bought on most Southern markets... though there's a wide range in quality. Snap beans, though still relatively scarce, are priced a little cheaper in some sections, and those available are of generally good quality.

A side attraction to those relatively plentiful servings of pork most homemakers are having these days are the fair supplies of sweet potatoes. A few scarce items your listeners should find for occasional variety in their menus are beets...eggplant...onions...sweet peppers... spinach...and turnips.

Excellent news for those who've been despairing of all the tiny apples they've been getting for the past few months are the increased supplies of fairly large sized, better quality apples rolling in since the February ceiling price went into effect. Good cooking varieties available include Yorks and Rome Beauties. Eating apples making their appearance include Winesaps...Staymen's...Delicious...and Black Twigs.

The citrus fruit supply continues to hold well up on the list of best buys. One of the cheapest fruits available these days is grapefruit. Most plentiful are Florida oranges, of generally good quality and reasonable prices. A fair amount of Temple oranges can be bought at prices slightly higher than other mid-season varieties. Though the tangerine season is drawing near its close...fair supplies can still be had...though the price has gone up slightly. For that special luxury treat of the week...California is shipping a few high priced dates and figs to Southern markets.

The Fresh Food Roundup is based on general supplies and movements of fresh fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.

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Radio Round-up on food...

A Service for Directors
Of Women's Radio Programs

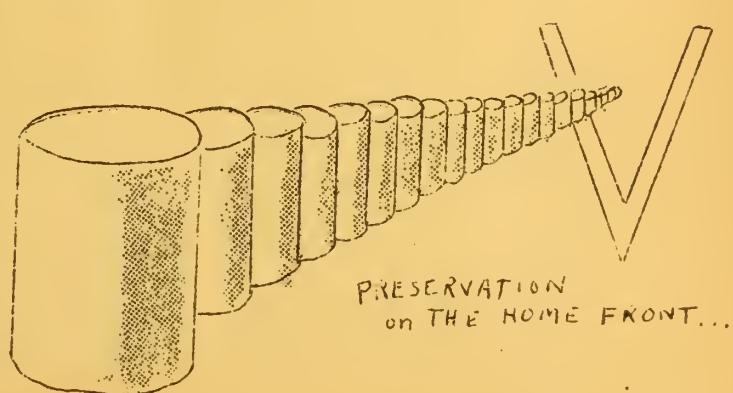
Atlanta, Georgia
February 12, 1944

A PEEK AT PEKIN AND PEORIA

Within the past few weeks probably you have been hearing reports about a national community food preservation conference. Some reports have mentioned Pekin, Illinois, while others have told about a conference at Peoria, Illinois. The use of the two names may have been confusing ...so we thought we'd try to give you the facts as to exactly where and when the conference was held. As a matter of fact...the community food preservation conference at Pekin and Peoria were one -- that is, meetings were held at both places from January 17th through January 28th. The main conferences were conducted at Peoria...but the cannery at Pekin was used as a training center where people participating in the conference were given actual practice in operating the equipment and canning food.

The national food preservation workshop training conference was sponsored by the Office of Distribution, Extension Service, and the Office of Education. It brought together representatives of the various agencies and groups interested in community food preservation in order to discuss program planning. In addition, it actually trained those attending to conduct similar workshops at regional and state levels.

Highlighted at the conference was the need of organized effort for directing programs on a state-wide basis. The purpose would be to give full coverage to all communities, to obtain the proper type of equipment, and the best arrangement for maximum production in any one unit.



An interesting fact brought up at the conference is that five universities represented have already taken steps to establish canneries on their campuses, where supervisors of community canneries...as well as students at the universities...can obtain training in setting up and operating centers.

Dean Chapman of the University of Georgia, one of the speakers, brought out a number of interesting facts regarding the community food preservation program in Georgia, which began about 16 years ago. He stated that there are now more than 500 community food preservation centers in operation in Georgia. Last year they were used by one-third of all the families in the state. He pointed out that food preservation in the home is thought of as a woman's work. In community canneries...however...the whole family participates, as was shown in a recent Georgia survey...50 percent of the work was done by women...35 percent by men...and 15 percent by children. The participation of the whole family not only lifts the burden from the homemaker's shoulders...but provides a social benefit in bringing together families of the neighborhood in a common effort.

One of the far reaching benefits provided in community food preservation centers in Georgia...which other communities might well consider when setting up their centers...is that of making it possible for the low income groups who are in greatest need of the nutritional benefits of such a program to do their canning without any cash outlay...usually by leaving a percentage of the finished product as a toll. This food is then made available for school lunch programs.



You might suggest to your listeners that the most effective way of getting a community canning center organized is to find a civic club or other group to act as a sponsor. The sponsor usually takes the initiative in planning the project

and organizing the community...often through a general community meeting at which a committee is elected. When available, it is well to include on such a committee a businessman...a trained home economist...a vocational agriculture teacher...an engineer...a newspaper publisher...a health officer or physician...and members of civic organizations...garden clubs...school boards and local government.

Within the near future a bulletin on community food preservation centers will be distributed by the Office of Distribution. This will include more detailed information about the actual planning and operation of the centers. We will let you know when copies of this bulletin are available.

RICE ALLOCATION

The civilian share of rice will be about 6 pounds per person during 1944 -- slightly less than the per capita consumption during recent years. This means that civilians will have approximately 7-1/2 million 100-pound bags...or about 42 percent of the total supply of milled rice. Civilians will share the total prospective rice crop with the U. S. military and war services...with our territories...our Allies...and liberated areas.



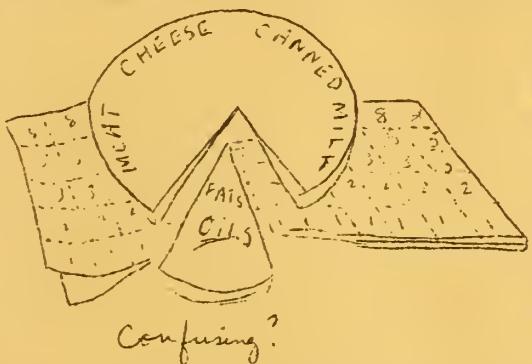
Our military forces and war services have been allocated 6.8 percent of the supply. About 45 percent of the crop will go to our territories and our Allies, and other friendly nations and liberated areas, to offset drastically curtailed supplies from principal rice-growing areas of the world. For instance...rice is a major item in the diet in Hawaii...Puerto Rico...and the Virgin Islands -- and we expect to meet their minimum requirements for this year.

In the pre-war days, China...India...Burma...and Thailand contributed the large proportion of the world's rice supply. Even in 1942, only slightly more than one percent of the world production of rice was from the United States. But today the tables are turned. We are exporting rice to Canada...Cuba...the Caribbean defense zones...Hawaii...Puerto Rico...Alaska...Russia...and other friendly nations. And in addition to this, American rice growers are supplying the needs of the Armed Forces and the home front.

WHAT A DIFFERENCE A YEAR MAKES

It has been almost a year since fats and oils went on the ration list. Within that time American homemakers have been adjusting their cooking

habits according to their allotment of ration stamps. As fats and oils were included on the same color ration stamps with meat...cheese...and canned milk...homemakers had to decide how to divide their allotment of stamps for each group of foods. Naturally, some homemakers prefer to use more ration points for meats...and others would rather buy more fats and oils.



In order to determine what changes the rationing of fats and oils has made in the diet and in the preparation of food, the Bureau of Agricultural Economics recently made a survey in four counties of the Southeastern part of the United States. The survey included rural and small town areas, in addition to one large Southern city. The people in this area are large users of fats and flour in home cooking.

Ninety-three percent of the homemakers interviewed had changed their baking...cooking...and frying habits since the war. Elderly couples whose health required special food...and rural and suburban families with little cash income but a larger than average quantity of home produced foods...were the only ones which reported no change.

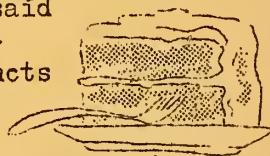
Rationing of fats and oils brought about changes in both the methods of frying foods and the amounts of food fried. The most common change in method was to fry with less grease and use the grease over again. Several women said they have been doing more boiling...stewing...or broiling of foods since rationing and less frying, in order to save fat.

Before the war, ninety percent of the women bought some bread and made some. They differed greatly as to the relative proportion of purchased and home baked bread. About half the ones interviewed had changed their bread habits since rationing. Most of these people who changed make less bread now. The reasons for baking less bread varied. One homemaker bought more bread in order to cut down on the use of lard...so she would have more ration points to buy canned milk for her baby. The rising cost of shortening...eggs...and other ingredients caused some families to eat more store bread. Some women bake less bread because there were not enough members of the family left at home to make baking worth -while ...the boys were in the Armed Forces, and others were working in war plants away from home. But the main reason for less home baked bread was the rationing of fats and oils. In order to have more meat for their families, homemakers had to voluntarily cut down on their purchases of fats and oils.

A few women who made more bread thought it was cheaper to satisfy large appetites with homemade bread. Typical of a few rural or small-town homemakers who baked more for patriotic reasons was the farm women who said, "country people cook about the same...I do bake more. I get the flour and don't buy bread now because I feel others need it."

According to these interviews, a striking decrease in baking cakes and pies has taken place because of sugar rationing, rather than the rationing of butter and shortening. Some of the women said they had made about two or three cakes and pies throughout the past year...while they formerly made these products once or twice a week.

About half of the city dwellers interviewed had too few red-brown stamps to maintain the same cooking practices as before meat rationing. Most of the rural homemakers...on the other hand...were better off because more of them produced their own lard...butter...and meat. They often had unused points because they didn't like to bother with stamps...and they liked to be self-sufficient and independent of stores and rationing. One rural homemaker proudly said, "I try to live out of my own garden. I have my own vegetables...chickens...eggs...milk...butter...beef...pork...lard and mutton."



Len of this...

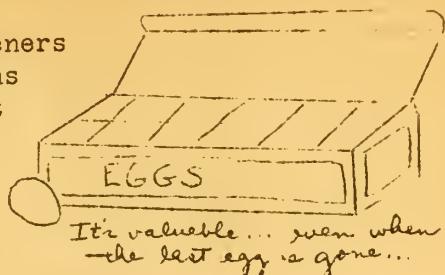
The amount of butter bought had decreased in both rural and urban areas since rationing. Shortages of butter in the stores was an important factor...but the main reason for buying less butter was to save points for other foods on the same color stamps.

This survey shows the homemakers in these four counties are patriotically adapting themselves to wartime food conditions.

SAVE THOSE HEN GRANADE CONTAINERS

Eggs are plentiful.. More eggs mean more egg cartons in many homes. Ask your listeners not to destroy them. Salvaging egg cartons is more important than most folks think it is.

Probably the easiest way to salvage egg containers is to add them to the waste paper collection. Then the cartons will be re-processed along with the rest of the waste paper.



However...before a homemaker relegates empty egg cartons to the waste paper collection, it would be a good idea for her to check with her local grocer. There's a good chance he'll be interested in having clean, undamaged cartons make another...or several more...trips as egg containers. The egg men are faced with a real problem when it comes to getting egg cases (they hold 30 dozen and the cartons, which hold one dozen.)

CUTTING THE FROZEN VEGETABLE BLOCK

Now that most kinds of frozen vegetables are point-free, homemakers will be more interested in them than ever before. And they will be glad to hear that the civilian supply of frozen vegetables for the next few months will be larger than ever before. For the pack year as a whole from last July to next July -- civilians will receive 158 million pounds... or about 28 million pounds more than they consumed during the year before. The total production of frozen vegetables during the pack year is expected to reach an all-time high of 233 million pounds by June 30.

Almost all the rest of the frozen vegetable supply will go to the Armed Forces. By the end of June they will receive over 74 million pounds for the pack year. During the 1942-43 crop year the Armed Forces received 32 million pounds. A small quantity -- slightly more than a million pounds -- of frozen vegetables will be sent to Hawaii during the first half of 1944.

The principal vegetables included in this allocation are snap beans...lima beans...corn kernels...peas...spinach...broccoli...brussels sprouts...cauliflower...and corn on the cob.

WAX ELOQUENT ABOUT BEANS

Canned green and wax beans are likely items on the ration-wise homemaker's shopping list these days. The 1943 pack was large...and the Government requirements were not as great as was expected. As a result, there are large quantities of these canned vegetables on grocers' shelves. In case some homemakers have forgotten...it may be worth-while to remind them that green and wax beans are among the few canned vegetables with a point value of zero.

As for the nutritional value of canned green and wax beans -- they are listed in group one of the Basic Seven food chart (with the green and

yellow vegetables). They contain some Vitamin A, and small amounts of the three B Vitamins -- thiamine, niacin, and riboflavin. In addition, they are a good source of calcium and iron.

Since these food values are distributed throughout the juice as well as the beans themselves, urge your listeners to use the liquid from the canned beans. If homemakers aren't able to serve all of the juice with the vegetable, they should save it for other purposes. For instance... the liquid from a can of green or wax beans will add flavor to sauces... soups...and gelatine dishes. Or it may be chilled and used, either alone or with other vegetable juices, for a before-dinner cocktail.

DIVIDING THE POWDERED MILK SUPPLY



"I'm responsible
for this...too..."

Powdered milk -- both dried skim and dried whole milk -- will continue to be used mainly for war purposes during 1944. The need for dried milk is acute in England...Russia...and many other countries. About 260 million pounds of skim milk powder and almost 57 million pounds of whole milk powder have been allocated to Great Britain... Russia...liberated areas...U. S. territories... and U. S. prisoners of war (through the Red Cross).

U. S. military and war services will receive approximately 58 million pounds of skim milk powder and 54 million pounds of whole milk powder. This is more of both types of dried milk than they consumed last year.

Although the large part of dried milk supply will go for war purposes, civilians will continue to receive millions of pounds of both types of dried milk in the form of enriched bread and other bakery products...in soups... candy...ice cream...and baby foods. In fact...civilians have been allocated 158 million pounds of dried skim milk and 19 million pounds of dried whole milk in 1944.

CABBAGE BY THE CARLOAD

A bumper crop of cabbage is on its way to market... a crop half again as large as any winter crop of green cabbage ever produced. That means that cabbage will be an abundant food...in fact, it has been designated by the WFA as the nation-wide Victory Food Selection during the period from February 24 to March 4. The term Victory Food Selection means that the food is abundant, and Uncle Sam wants it used now...and used freely. Carloads of crisp,green cabbage will be rolling in from the broad fields of Florida...California... Texas...and Arizona. From February 24 to March 4 you'll want to talk about cabbage whenever you can, for when the homemaker uses cabbage... she'll be helping the war effort by taking pressure off less plentiful foods...and at the same time she'll be giving her family a palatable combination of necessary vitamins and minerals.



Some of this cabbage now pouring into the market will be dehydrated and sent to our Armed Forces abroad, and to our Allies. Much will be served to our Armed Forces here...and some small amount will be used to replenish our kraut supply, which is rather low at this time...but that still leaves a big balance to be incorporated into wartime menus.

Cabbage is valuable "currency" for the nation's food bank...for it is rich in Vitamin C and contains, as well, some Vitamin B₁ (thiamine) some Vitamin B₂ (riboflavin) and some niacin. This new green cabbage adds Vitamin A to that opulent list, as well as the minerals...calcium, iron, and phosphorus.

For food value and delicious flavor, raw cabbage dishes are best, of course...but when it is used this way, it should be as fresh as possible (though it stores well in cool dry places). Furthermore, cabbage should never be soaked, and should be washed quickly. If it is cooked, add meat flavor for zest and variety...or scallop it...cook it in milk... or pan it. Raw cabbage in a tangy salad combines most successfully with a dozen other vegetables and dried fruits. In fact...these firm green heads are a thoroughly worth-while topic of radio conversation.

TIPS FROM OUR NUTRITIONIST

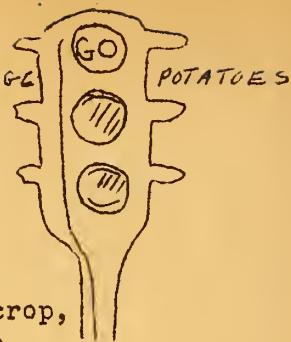
Just a reminder that eggs are one of your best bets for featuring in the line of menus these days...because they're one of our most plentiful of protein foods. They have plenty of good vitamin and mineral content, too. Besides...their price is lower in most sections than it's been in the past several weeks. Maybe some of your listeners heard a news commentator from England recently say that he'd had his one fresh egg for the month for breakfast that day...if they did, they'll probably appreciate our current abundance.

Remind your listeners of the chief rule to keep in mind when cooking eggs... and that is a low temperature. Eggs cooked over a low flame will be tender...and thoroughly done.

Now that eggs are so plentiful...your homemakers will be using more and more of them...and at all three meals. One of the best additional uses for eggs will be in omelets...because, with a few variations with the basic recipe, an omelet may be served at any meal...and even for dessert. For a sweet omelet...here's the idea. One egg should be used for each person served...and one teaspoon of hot water for each egg. After yolks and whites have been separated...a dash of salt...and one teaspoon of sugar...should be added to the yolks. Then...when whites have been beaten stiff...they should be folded into the beaten yolks. After this mixture is poured into a well greased pan and cooked over a very low temperature 'til the underside is a delicate brown...the pan should be placed in a moderate oven at a temperature of around 300 degrees F. Then...jam...jelly...or marmalade should be spread before the omelet is folded. A little sugar may be sprinkled on the top for additional flavor. Now that citrus marmalade is such a good buy in most stores...this should be an excellent sweet filling for a dessert marmalade.

FRESH FOOD ROUNDUP

But eggs aren't all that're plentiful these days. We've been talking about those Irish potatoes for months. They're still tops...so far as being plentiful...relatively cheap...and of good quality. And adding to that substantial supply of last fall's crop still unused...are the new potatoes just beginning to come in. Price on those new spuds is a little higher than that on the old crop, of course...but it should be going down from now on...too. Then, cabbage, of course...is taking a good share of the spotlight on best buys these days. That cabbage that our listeners should be finding in such abundance at their local grocer's is of very good quality...and it'll continue to roll into markets in liberal supplies...so...along with potatoes...it deserves No. 1 rating on any of your listeners' shopping lists.



Other good standbys include the steady rutabaga crop...still selling at relatively cheap prices...moderate quantities of sweet potatoes...and some of the winter greens. Turnip greens are the best buys of these...although collards and mustard greens take a close second place because they're plentiful, and selling at the cheapest price they've been offered for a long time.

Encouraging news for raw salad addicts are the moderate quantities of lettuce and celery available. This is the heaviest of the Florida season for celery...and the price of lettuce has dropped in some sections. Fair supplies of good quality carrots are selling at reasonable prices.

For variety in menus most stores are offering increased supplies of reasonably priced turnips...and moderate quantities of cauliflower...priced a little lower than it's been. Among scarcer items...there are light supplies of snap beans...broccoli...eggplant...spinach...and squash.

Citrus fruit has reached a new low in prices for the season...so your listeners should be stocking up on grapefruit and oranges to use at most of their meals. Tangerines, however, are becoming scarce...now that their season is about over. Moderate supplies of apples are available, though the supply of small to medium sizes are much heavier than the supply of large ones.

For luxury items...there are a very few high priced strawberries...some grapes...and light supplies of California figs and dates selling a little cheaper than they were during the holidays.

The Fresh Food Roundup is based on general supplies and movements of fresh fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.

LITERACY
CURRENT LEVEL RECORD

MAY 13 1944

U. S. DEPARTMENT OF AGRICULTURE



A Service for Directors
Of Women's Radio Programs

Atlanta, Georgia
February 19, 1944

NEW RATIONING 'RITHMETIC



Pass along the
rationing news...

Tokens of OPA efficiency will be part of America's food buying operation beginning Sunday, February 27...for that's the day that those little red and blue rationing tokens everybody's been hearing so much about, will become valid. Red is used for meats... fats...and canned fish. Blue is used for processed foods...and each token will have a value of one point. Mrs. Homemaker will receive them first from her grocer...as change for her red and blue stamps, in Book

4. These stamps...regardless of the value printed on them...will advance, on February 27, to ten points each.

It's an easy system, really...everything in one book, and tokens for change. And you might tell your listeners that it's like using dimes and pennies...the ten point stamps are dimes, of course, and the tokens in change, the pennies.

Less confusion seems to be the keynote of the new rationing program...for each group of stamps has a definite expiration date...and the instant they become valid, the housewife will know how long they will stay that way...and just when they expire. In this way, she can budget her stamps over a definite period of time...so many for so long, and have a more even schedule for meat and processed foods. It makes it easier for her retailer, too, because that last minute rush nightmare can be pretty much avoided.



Saves on confusion...

The new system won't be difficult to explain to your listeners. You might ask them to bring their No. 4 book to the radio...turn

first to the page of blue stamps and explain thus: First of all... beginning February 27...each red and blue stamp in book No. 4 will have a value of ten points. On that date, the first five blue stamps become valid...A8, B8, C8, D8, E8. They will be valid until May 20. Then on April 1...and the first of every month thereafter ...another group of blue stamps becomes valid. Each group is valid for one month and twenty days.

Now, ask your listeners to turn to the page of red stamps in the No. 4 book. These, too, will have a value of ten points each. On February 27, three red stamps become valid...A8, B8, C8. Two weeks later (and every two weeks after that) three more red stamps can be added to the food budget. The first series of red stamps are good until May 20th.

The homemaker will give her dealer the red and blue stamps at ten points each...she will receive tokens in change. The tokens have no expiration date.

Now, one more word. Perhaps your listeners will still have a few Y and Z brown stamps in Book No. 3. Well...Y and Z may be used through March 20th. But...no tokens will be given in change for these...for their value remains as printed on each stamp.

THAR'S GOLD IN THEM THAR HILLS

A soybean doesn't make much of a hill
...but the food value contained in its
products is as rich and valuable as a
vein of gold.



Soya is like an actress who has played bit parts for many years...a player without a press agent...capable of great things...but long unsung. Then suddenly she finds herself well on the way to stardom...her name on many lips.

Soya isn't new, you know...it's as old as civilization. A Chinese emperor first put it on record nearly three thousand years B.C... and through the centuries it has remained one of China's five sacred grains, mentioned by poets and philosophers. Chinese missionaries brought soybeans into Europe early in the 1700's...and about a hundred years after that it made its debut in America...in Pennsylvania, where farmers discovered it grew very well.



Time to wake up...to the
soybean's value...
of the little bean.

Nothing much was done about it, however, until early in this century...and even then its progress was very slow. The comparatively small amount used for the table had a beany flavor that people didn't like. But finally...in the late 30's...this taste had been entirely eliminated. It appeared a bit more often on the family dinner table...manufacturers and farmers had learned its value...but Mrs. America was still wary

In the last few years, your listeners have been hearing a lot about soya products...but the average homemaker is reluctant to introduce to father and the children any departure from the unusual. She knows... vaguely...that soya is a valuable addition to the diet...but, perhaps she doesn't know the specific reason.

Soya As A Food

It might be a good idea to tell her again that soya is rich in minerals... contains an affluence of Vitamins B₁...and B₂... and that soya flour is one of the richest in protein of all known foods. (And don't forget to add that soya is a protective food...one of the Basic Seven).

In many regions the homemaker has learned to use soya...but in many more, your listeners are just beginning their soya education. Perhaps you can help them make the important discovery.

Soya flour and soya grits may be purchased practically anywhere now... in one-pound or larger packages. Soya grits are coarser than flour. A muffin, bread, or meat, to which a small amount of soya has been added tastes like the same thing made with ordinary flour. Remind your listeners that soya flour and grits contain no gluten...therefore they must be used with wheat flour in baked foods. Specific recipes are available. Small amounts can be used to replace wheat flour...as an example...two tablespoons of soy flour in a cup of wheat flour. Soya flour is excellent in all breads...cream soups...sandwich fillings. Soya grits are successful with meat dishes...fish...and vegetable casseroles. Soya flour can also be added in small quantity in making gravies and sauces, but wheat flour has more thickening qualities.

Nutrition Gold

Tell your audience about soya's main job...to nourish. It takes lots of moisture and a good deal of seasoning...for it is very mild indeed. But anything containing soya will brown to a rich golden color...so tell the homemaker to try it with baked foods, and with sausage...fried mush...and potato cakes. And remember to add that...together with the appetizing appearance of the finished dish...the nutritive value of soy protein is extremely important to every member of the family. If your listeners would like recipes...you might suggest Department of Agriculture Bulletin AWI-73.

TIME AND A HALF OVERTIME FOR HENS

Hens are working the swing shift these days... like many other good Americans...and are expected to produce 45 billion eggs this year. This means that Mr. and Mrs. Civilian and all the little Civilians will get on the average of nearly an egg a day...more than enough to supply the minimum of at least four or five eggs a week...the requirement of eggs as a protective food.



Mrs. Civilian has been aware...with some pleasure ...of the gradual decrease in the price of eggs... a decrease which usually continues well into April.

Another Swing Shift Meizie...

This means that the breakfast egg will be supplemented by eggs used in main dishes at other meals. The clever homemaker will welcome these egg dishes for her Lenten menu...and as an alternate for meat, too. And it's pretty safe to say that the Easter Bunny will do a flourishing business at the same old stand.

So remind your listeners to whip out the card files of recipes calling for eggs...and put this wonderful dividend of fresh eggs to work for her family.

ANOTHER "DON'T WASTE IT"...YOUR PROCESSED FOOD EXPECTATIONS



Share the crop...that's the principle that your listeners will have to keep firmly in mind as they budget their blue points during 1944. For although the food processors have made a gargantuan effort... produced a maximum amount of processed foods during the past year, and hope to produce even more during 1944...more processed food must be allocated to the

Armed Forces and our Allies.

If your listeners like specific amounts and percentages, you can tell them that the Government will need 92 million cases of canned vegetables ...which is about 70 percent of the total supply. That means that for civilians there will be less than they have had during the current season... and considerably less than they used during the 1941-42 season. In fact, of the twelve fruit items...the supply will be about 17 million cases as compared with 30 million cases last year. Roughly...we will have slightly more than one-half the amount of fruit. Of the fourteen vegetable items...civilians will have about 104 million cases instead of the 128 million cases they enjoyed last year. That sounds a bit depressing ...but when the homemaker stops to consider the destination of most of our processed foods, she will cooperate in every way. She may even start a Victory Garden and do her own home canning.



If it's figures you want...

Other Processed Foods

Dehydrated vegetables play an important part in the overseas food program, and the Government will need more of them than ever, this year. However... there'll be some changes in the kind of vegetable that will be used. Potatoes take top place...as they did last year...and onions and cabbage will form a large part of the shipments over the seas. But there will be fewer beets...not so many carrots.

Dried fruits will be ever so slightly more plentiful for civilians...and about the same for the Army...but taken as an over-all picture, the demand is still far greater than normal. That means...of course...that a large amount of the fresh fruit crop must be allocated to fruit processors.

During the last years, homemakers have been learning the delight, convenience and excellent flavor of frozen vegetables and fruits. The demand

for them has grown, and once they have been used in the home, the homemaker usually becomes devoted to them. Naturally your listeners will want to know just what her prospects for their continued use will be. Well...the demand for frozen foods will be enormous...far greater than the supply. But the Army will require only 50,000,000 pounds...while civilians will need 250,000,000 pounds...just five times as much. So it is fairly safe to say that there will be little change in the frozen vegetable situation.

Then there's the problem of containers. At present we have enough tin and glass to pack all the food needed. However, the supply of metal is still critical...and it isn't at all likely that additional items will be forthcoming. Therefore...urge your listeners to conserve tin cans carefully...also glass jars for their home canning...for containers are vital.

We hope your listeners will realize the maximum effort that must be exerted by the processors. They MUST have enough raw material...and the civilian MUST have enough fresh fruit and vegetables as well. In order that each will be satisfied, the OPA and FDA will coordinate their efforts to establish price ceilings to regulate the amount of fresh food for each.

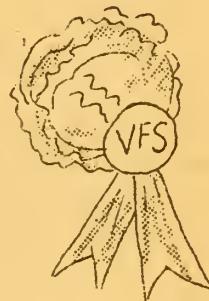
Your listeners are aware that last year the Government released and resold about two and one-half million cases from stock, to civilians. This was due in part, to shifting military operations. At this time, however, the entire Government stock has been designated for some war need, and it is not at all likely that any further stocks will be released for civilian channels.

CABBAGE STOWAWAY

With cabbage taking top honors on the list of abundant foods on the market, and being awarded the title of Victory Food Selection...the homemaker naturally wants to cooperate in every way by using cabbage as frequently as possible. This means searching for new ways to serve cabbage...in addition to the recipes for cooked and raw cabbage and her experiments in combining it with other foods.

Brined cabbage...which tastes like kraut, and stores well for several weeks...is easily and quickly made at home and in small quantities. The right proportions are eight teaspoons of salt mixed to four pounds of chopped cabbage. Glass jars of the two-quart size make ideal containers, for they hold exactly four pounds of cabbage, and take up very little space. Brined cabbage is ready in about ten days, and is delicious for several weeks...it is another method for using cabbage...it can be prepared well ahead of time...in fact, brined cabbage seems ideal for the kitchenette size family.

Of course, there's the method of using spring cabbage for making kraut in crocks, too. This is more complicated, but it makes larger quantities and keeps longer. The listeners who want specific instructions for the crock method, will be interested in Farmers' Bulletin No. 1932.



Commercial kraut...being processed now...will not reach most markets for some weeks. Most of it will go to market in kegs...although a limited amount will be released in tins. In view of this, your listeners will probably want to try the brined cabbage method at home.

Getting back to all the fresh cabbage rolling into markets for consumers...here's a point you might make in urging your listeners to use more in their menus. Cole slaw...very high in Vitamin C...can now be served for less than a cent a serving...even allowing for the dressing. If you'd like a few extra ideas on cabbage recipes...our nutritionist is getting up a file...so drop us a line and we'll forward you a copy.

ANOTHER PORK BONUS



"Move over... Bud... I'm in the lime-light now..."

In order to move some of the large supplies of pork, the OPA has granted homemakers a third pork bonus. Spare stamp three in Ration Book Four will be good for five pounds of pork through February 26th. This spare stamp differs from the former ones...in that it is good for cured...as well as fresh pork. That is...spare stamp three may be used for ham...bacon...canned meats that are 100 percent pork...and all sausages...in addition to fresh pork.

FROZEN BUT NOT STATIC

The WFA has analyzed the amount of food on hand in cold storage warehouses and packing plants, and the over-all picture shows a definite increase over the amount last year.

Stocks of fresh and frozen fruits are either slightly decreased or remain about the same as last year, but when we examine the comparative figures of butter, and dairy products, we find a sharp rise. For instance...while there is about nine times the amount of butter stored as last year...about half again as much cheese...more than three times as many eggs...about half again as much frozen poultry...the totals are only a small percent of our 1943 production...such as about 4 percent of the butter, and a little over 1 percent of the eggs.

Meat, as an over-all picture, shows a rapid up trend, too. More than twice as much beef is in cold storage than there was last year, and about three times as much pork. Quantities of lamb now in storage in packing plants and warehouses are greater, too, than last year.

While the quantities are sharply increased, this amount will be used for military forces and Lend-Lease operations, as well as for civilians...

and as the war program is stepped up, these commodities are moving out of storage for immediate use at a speed much greater than that of last year. With the Government purchasing the largest portion of its yearly requirements during the heavy marketing seasons, we just can't get around having greater quantities of food in storage at the present time. For instance...the heavy live-stock marketing season has been in progress for several weeks. Government purchases must be heavy now...so in the slack marketing season, Government war needs can be filled without drawing on rather low supplies later this spring and summer. Butter stocks are high now compared with this time last year. But here again the Government bought heavily last summer when production was high to meet war requirements this winter. In fact...the Government has not bought any butter since last October...and will not buy again until April. All the butter production is going to civilians during that period.

YOU WEEP WITH 'EM AND WEEP WITHOUT 'EM



But lately our onion tears have been caused by the conspicuous absence of onions...and by this time most homemakers would gladly shed buckets of tears caused by any onion.

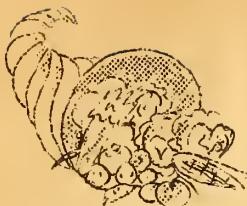
The commentator will have good news for her listeners this week, on the subject of these sadly missed but not forgotten flavor-uppers...for the previous little new green onions are making a triumphal entry into markets all over the country, and will have an unusually hearty welcome this spring. Very light supplies are coming in now. Of course, there are always some people who firmly believe that the little spring onion is good only as a salad ingredient...or an appetizer. Stress the fact that this variety of onion is wonderful in cooked dishes, too...for instance, used in scalloped potatoes it has a flavor all its own, unequalled by the dried variety. As a matter of fact...the spring green onion can be used almost anywhere, and with good results.

Sometimes these green onions are called shallots, or, again...leeks. But an onion by any other name has just as sweet a sound and taste to homemakers and their families who have long bemoaned their scarcity.

BUDGET TIPS

Now that we have some abundant foods to talk about...along with the shortages...you might give your listeners a few pointers on planning meals around these most plentiful of foods...to keep the family food budget at a pre-war low. For instance...a pound of pork liver ...a pound of Irish potatoes...and a pound of cabbage would cost approximately 30 cents. These would supply all the iron...Vitamin A...riboflavin...niacin...and Vitamin C needed for a family of five...for one day. In addition...these three foods would give the family about a third of the protein...phosphorus...and thiamin needs...and would supply a substantial amount of the calories and calcium. A few additions to the pork...potatoes...and cabbage...and a low cost meal would be complete...despite the usual rise in wartime prices.

FRESH FOOD ROUNDUP



Even if your listeners won't get all the canned foods they might want to hurry up the process of meal preparations...they should be encouraged by the plentiful supplies of fresh vegetables and fruits available these days...all of them foods that fit into at least one of the Basic Seven. Even if fresh foods do take a little more effort to prepare than wielding a can opener...if your homemakers keep in mind the best cooking methods to get the most food value...they'll find their cooking time streamlined...since foods retain more food value when they're cooked in the minimum length of time. As long as we're being Pollyannas...let's start off with the best news on the markets. That's cabbage...of course...the Victory Food Selection from February 24 through March 4. Supplies are liberal...the price is cheap...the quality good...and the food value generous.

And while we're talking about foods that are abundant...you might remind your listeners that potatoes are available in liberal supplies...and will continue to be, right on through the spring. Those spuds are bargain values in plenty of the vitamins and minerals needed in a balanced diet...and they're worthy of as many plugs as you can give them...by different recipes and resume of their food value. Other good buys these days include the steady supply of good quality rutabagas...moderate shipments of reasonably priced sweet potatoes...carrots...lettuce...and celery. Lettuce and celery are priced lower than they've been recently on wholesale markets...and this decrease should show up on the consumer level, too.

Your listeners should be having no trouble giving the first two groups of their Basic Seven a substantial place in their menus...now that winter greens are reaching their peak season. Plenty of turnip greens...mustard greens and collards are available...all good buys, although turnip greens are cheapest in price on most markets. Texas spinach, however, has only about a month more to go before the season's over...so current supplies are relatively light.

More good news you might pass on to your listeners are the lower prices placed now on snap beans...squash...and turnips. All are of generally good quality and are a little more plentiful than they've been.

Citrus fruit continues to take the spotlight at fruit markets, with grapefruit taking first place for bargains. Though supplies are not heavy, the demand for grapefruit is very light. Moderate quantities of oranges are selling a little higher than they've been, and the season's nearing its close for tangerines, though there are still light amounts left. Fair supplies of apples of all sizes are available...including both cooking and eating varieties. For morale lifters...your listeners should find some expensive fruits to splurge on occasionally...including a few strawberries...figs...and dates.

The Fresh Food Round-up is based on general supplies and movements of fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.



Radio Round-up

on food...

Atlanta, Georgia
February 26, 1944

MORE WITH LESS

And we take off our hats to the American homemaker. She is continuing to give her family more nutritive value with less food during these critical war years.



Since 1941 we have provided food for the best fed Armed Forces in the world...and sent food to our Allies. We have already started to send food to re-occupied countries. That meant that your listeners and hundreds of thousands of homemakers like her, have had less variety of foods to work with. But in spite of the fact that her "food tools" have been restricted, with her usual ingenuity, the homemaker has provided interesting meals for her family...and what is more, a diet that carries a greater nutritive value.

There is no doubt about the fact that Mrs. America has changed the eating habits of her family. And...for the most part...from the nutritive standpoint, those changes have been for the better. For instance...more than half the city folks and a third of the small town and country folks fry less these days. That's because they save points and money. In so doing, they add health value to the diet. Only about one-fourth as many pies and cakes are being baked in homes because of sugar rationing...in fact less sugar was the universal rule in 1942-43...and that meant fewer calories.



Because the homemaker has less to do with, she is using imagination... ingenuity...and intelligence in the preparation of the supplies she

can produce. She absorbed nutrition education...she applied it practically. As a result, the actual intake of food value has risen. Protein consumption...for instance...has risen about 9 percent above the 1935-39 level. More than half the amount has been derived from milk and eggs, fish, meat and poultry.

Vitamin A value is essential to the growth and development of children...and a shortage may lower resistance to disease. This vitamin is derived from eggs...milk...butter and liver: from vegetable sources (especially the yellow and green vegetables). It has remained pretty constant, and at a high level.

Vitamin C consumption...which helps to keep teeth and gums healthy, and is needed by the tiny blood vessels all through the body...has increased about 14 percent since 1930. Large quantities of Vitamin C are found in citrus fruit and tomatoes...and your listeners might be interested to know that in 1943 American families were eating just twice as many oranges as they did in 1930.

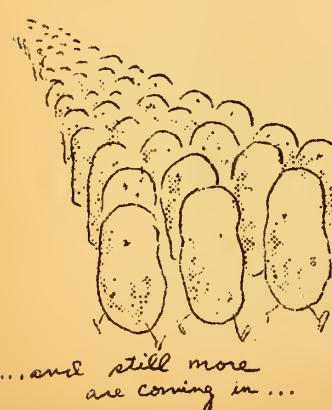
Other Food Values

Calcium and riboflavin (known as Vitamin B₂) have increased in consumption. Milk and milk products have been largely responsible for this. Since 1934 folks have been drinking about 25 percent more milk, and have increased their calcium and riboflavin by about one-fifth. Calcium...your listeners will remember...builds bones and teeth...riboflavin promotes growth, and is essential for normal nutrition at all times.

Iron, an important nutrient, is fairly well supplied in average diets, and under the enrichment program, more iron has been added to flour. Vitamin B₁ has also been added to the enriched white bread and flour, supplying much of this valuable vitamin to the national diet. Homemakers have been sharply aware of the value of B₁, and the figures prove their interest, for the average quantity of Vitamin B₁ in 1943 was 36 percent higher than during the 1935-39 period. Twenty-four percent of this was due to the enrichment program of grain products...a program which our smart homemakers have welcomed and put to good use.

Still more of the protective foods are needed...nutrition education, despite the encouraging results, must still go on. Plug it early and often, and in the plugging never neglect to give the listeners a compliment on the job already done.

PLUG POTATOES...ANY VARIETY



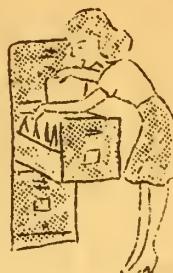
Potatoes are still with us in quantity, and listeners should be reminded from time to time to use them freely and often. We don't want any of the biggest potato crop in history to go to waste.

Tell them about various ways to use potatoes. In salads...as a vegetable...prepared in all the orthodox ways...as a main dish, spiked with bits of meat or baked and stuffed with creamed meat or other vegetables or mushrooms. Vitamin content is important

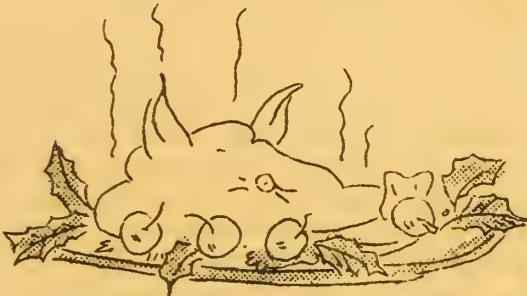
...and still more
are coming in ...

to stress too...particularly the fact that potatoes are rich in Vitamins B₁ and C. The old fashioned boiled potato in its jacket has come into its own again...and that's a fact to plug. For research at the Bureau of Human Nutrition and Home Economics has shown that potatoes boiled in their jackets hold twice as much Vitamin C and three times as much Vitamin B₁ as baked potatoes.

And again...potatoes...potatoes and...still more potatoes should be suggested to homemakers, as a further step in helping the war effort. It's time for your potato recipe file to be getting a little dog-eared...from constant use.



THIS LITTLE PIG WENT TO DINNER



Guest of Honor..

Vermont has long been known for its turkey...but Vermonters used a state occasion the other day to exemplify the need for making full use of our pork supplies. And at an important dinner a small roast pig usurped King Turkey's place on the platter of honor.

The occassion was a state one in every way...a meeting of a farm organization at Colchester, and the guest of honor was Governor William Wills. When the Governor came into dinner, he saw nine long tables...and on each table was a small pig, roasted to a golden brown.

Well, Piggy...yes, pork in all forms...has a place of honor on the nation's dinner table, too, for he tops the list of abundant meats. Folks might do well to follow the example of these Vermont farmers and use pork...whether roasted...or served in other ways.

TOP DRESSING FOR CROP CORPS

This year all women and girls who aid the war effort in the production of food, feed and fiber, may wear the trim comfortable uniform worn until now only by the Women's Land Army. This means that girls under 18...who are called victory farm volunteers...and women and girls who help in the farmhouse...releasing others for work in the fields...are eligible to wear the uniform, too.

The crop corps uniform is smart...well cut...comfortable...and feminine, too. Despite its very practical use, it's hard working...active and durable, but it doesn't forget to be attractive. The colors of the uniform are light and dark blue. The entire ensemble consists of the light blue cotton shirt (either short or long sleeved) navy cotton twill overalls, and a light and dark blue visored cap. The total cost of these three pieces is \$6.20. The garments may be purchased separately...and a dark blue cotton twill jacket may be purchased at an additional cost of \$2.50. The cap and overalls carry the insignia of the Women's Land Army...or the victory farm volunteers.

Every woman has learned the value of well cut clothes, and likes them even when she is doing an active job. She will approve of the land army uniform for it holds many skills of the dressmaker's trade, cunningly contrived to combine good looks with action, safety and comfort features. The shirt is beautifully tailored with an up or down V neck. The jacket is boxy and casual, with slash pockets. The overalls have a trim, darted waistline, big patch pockets...and for action, adjustable suspenders, and they're generally roomy. The ankle tabs, drawing the trouser legs in closely, are safety measures. The garments are all available in sizes 12 to 44, and women eligible to wear them may buy them from the National Committee on boys' and girls' club work...59 East Van Buren Street, Chicago.

Pleasing to the eye, too...



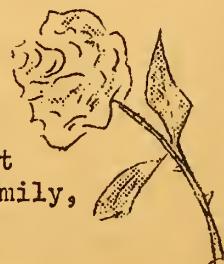
Those Uniforms'll Be Put To Work

It's nearing the time for spring planting...and in some sections of the country the winter vegetable crop is already being harvested. Half a million more women and girls and boys are needed this summer for work on the land...and three fifths of this number will be girls and boys under eighteen. Urge your listeners to consider helping in the effort. In order to join the Women's Land Army, women must be over eighteen, and may enroll for crop season work (which might include planting, cultivating and harvesting)...or for year-round general farm work. Year-round workers may train for two to six weeks at an agricultural school. Seasonal recruits will probably have training on the job. There are application blanks at the Office of the County Extension agent, and...in some areas...at the offices of the U. S. Employment Service and local defense council.

Girls and boys from 14 through 17 will probably be recruited for the victory farm volunteers through their local high school...but if there is no recruiting agent sent to the school, they may apply at the office of the county extension agent. The agent will cooperate in placing them, even if they have volunteered through their school. The victory farm volunteers work for a season or less than five months, and in many areas the boys and girls receive training at school during the school year. Both women and girls may help in the farm house, in order to release other workers for the field. Farmers will pay all of them at the prevailing wages.

A ROSE BY ANY OTHER NAME

....is just as sweet...especially if it belongs to the onion family. Last week's ROUND-UP carried a bit of news about more onion flavor being wafted through your diet...but if there was any confusion or skepticism about the names we gave the various members of that pungent family, let's straighten it out right now.



A dried onion is the sort that you haven't had many of, lately. It's brownish in color...has had its top removed...and has a dry, papery coating.



A green onion arrives in the market at the beginning of spring (some are appearing now), and is simply an immature onion with a small bulb and long, rather rounded green tops. It has one shoot.

A scallion is just another name for a green onion.

A shallot is exactly like a green onion...except that it may have a number of shoots.

A leek is like a green onion or a shallot...but its tops are flat (like the leaves of a lily) rather than rounded.

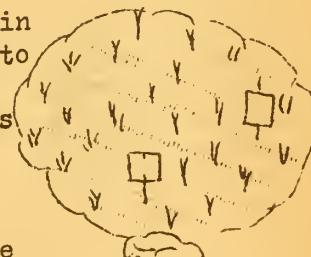
Spring onions are beginning to be plentiful now...and will be with us until the end of April. At that time (cheers) our old friend, the dried onion, will be with us again...if the yield in Texas (where there are three times as many acres of onions planted as last year) is average.

HOME CANNING FUTURES

Many Victory Gardens...which are still only seeds in the homemakers' mind...may take root and sprout into action when it is known that the War Production Board has released half a million cold pack canners for home use.

As many of your listeners sadly know, these cold pack home canners have been out of production since 1941...but now manufacturers will be allowed to make half as many as they did in the 1940-41 season. And that will encourage many a homemaker to start plans for her summer canning campaign.

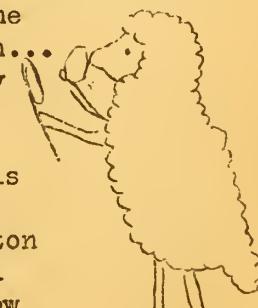
The canners are made in one size...the size that holds seven quart jars, or nine pint jars...and they'll reach the market some time after April first. These are the enamelled cold pack canners used for acid fruits and vegetables by the "boiling water bath" method.



LAMB OR MUTTON???



"Spring lamb" has a rather special and succulent sound...and certainly these days it is a delicacy to be reserved for an occasion. The first of it appears in early March... and lamb, of course, is definitely an Easter dish.



"I'm on my way... Lamb is the young sheep...mutton is the sheep grown older. A cut of lamb has a higher ceiling than the same cut of mutton ...and the homemaker remembering her pledge "I will pay no more than top legal prices" will want to know whether she is buying lamb or mutton, and pay for them the legal prices.

...To my new spring appearance...

Now, lamb becomes mutton during the second year of its life when the physical characteristics of mutton begin to replace those of lamb.

Each quarter of sheep is stamped plainly, "lamb" or "mutton". The homemaker may ask to see the quarter on which will be stamped what she is buying. However...there are other signs in the appearance of the meat itself.

The uncooked meat is lighter and pinker in color than that of mutton. Lamb cuts cleanly and has a satiny finish...mutton meat is firm and coarse grained. Lamb bones are red...mutton bones are white. The break joint of lamb (the front and back leg joint) is rough and shows a good deal of cartilage. When this bone becomes older...and becomes mutton bone...it is smooth and spool-like.

TEMPORARY CHANGE

...for the food rationing system. Just so your listeners won't be disturbed during the first three weeks of the new rationing operations (from February 27 to March 20) better remind them that one point green stamps may be given as change along with tokens. On March 20, the green stamps run out...and all "change" will be given in tokens from that date onward.

SPOONING OUT THE SUGAR



The contents of the national Sugar Bowl has been divided fairly and squarely to meet...as nearly as possible...all needs.

Sugar has been allocated for 1944 consumption, taking into account all factors in today's living. As the war makes greater demands, the needs of our Armed Forces and Allies increase and the demand for industrial alcohol grows to tremendous proportions. At the same time, shipping space for sugar is being diverted to more important wartime needs. All this spells slightly less sugar for all civilians...about 6 percent less than last year.

The greatest single increase in demand for sugar for the war effort has been for making industrial alcohol...vitally needed in the production of synthetic rubber...needed, too, for other products. This year, because of the expanded industrial alcohol program and the conservation of grains for food and feed, the production of invert or high test molasses...from which no sugar has been extracted...is required. Blackstrap molasses...which is a by-product of sugar...has been used for making industrial alcohol...however, invert or high test molasses yields much more sugar for this purpose. The supply of blackstrap molasses is not nearly enough to meet the increased demand for industrial alcohol.

Civilians will get 325,094 fewer tons of sugar than in 1943...about 6 percent less. But they will still get 75 percent of the total supply...for only about 25 percent has been assigned to the Armed Forces, Allies and industrial war needs. Next week we hope to have more information about what the 1944 sugar allocations will mean to the homemaker.

FRUITFUL OUTLOOK

Dried apples...which have been conspicuous by their absence from grocers' shelves for nearly two years...will soon reappear.

Because requirements for the war program have been changing, more than three and a half million pounds have been released for civilian use. For the same reason about 912,000 pounds of Zante currants are headed for American tables, too.

As your listeners know, packers have been required to set aside their entire pack of dried fruits for government requirements. Now and then ...however...portions of the total are released to civilians because they are not needed for immediate war needs. That's why homemakers can look forward to being able to get dried apples and more currants in the coming weeks.

VICTORY FOOD SELECTION

...and this is the week to push the use of that cabbage hardest...now that the VFS is in full swing. In addition to all the usual ways of preparation...boiled...stuffed with left-over meats...chopped up into slaw...mixed with other vegetables...or peanuts...or fruits...in salads... or made into sauerkraut...remind your listeners again that this bumper crop of early cabbage rolling into markets now provides the makings for some good home-brined cabbage ...which is similar to sauerkraut in flavor. Though the usual season for brining cabbage is in the fall...small supplies for family use this spring may be put up now in glass fruit jars from the new fresh cabbage.

If your homemakers are interested...we can send you instructions for brining cabbage in quantities small enough for the average sized family.

LATEST CHANGE IN RATIONING RULES

Remember our story in last week's Roundup of the new rationing regulations taking place February 27? Since that story...OPA has issued a later bulletin...which changes a bit of the picture. Last week the dope was that no tokens would be given in change for Y and Z brown stamps in Book No. 3...which could be used through March 20th. Latest OPA rule says that tokens may be given as change when these brown stamps...Y and Z...are used.

FRESH FOOD ROUNDUP



All those vitamin-packed fresh vegetables rolling into markets these days certainly deserve a big welcome from your listeners...because homemakers should have no trouble finding ample fresh foods to fill the requirements for the first three of the Basic Seven food groups.

Let's take the first group...green and yellow vegetables. Cabbage...as you know...is the Victory Food Selection through March 4...and for good reason, considering the substantial green heads featured at the grocery stores this week. Cabbage is cheap in price...too...as are all those winter greens so plentiful now. Choice includes turnip greens...mustard greens...and collards, in greatest abundance...and a light supply of spinach. Other green vegetables in this group now available include a few green peppers...fairly reasonable in price...and some moderately priced snap beans...of better quality than they've been recently. And there's still plenty of good quality lettuce. Yellow vegetables of this group include moderate supplies of reasonably priced carrots...plenty of rutabagas...and turnips...two of the cheapest current buys...adequate supplies of sweet potatoes...and light quantities of squash...a little higher priced than other foods of this group.

For that second group...in addition to the cabbage and other leafy greens just mentioned...there continue to be adequate supplies of citrus fruits to take top honors. Oranges are in liberal supply...and grapefruit adequate for the demand. Lemons...too...are in moderate supply. Moderate quantities of small...or off-grade tomatoes are available...although those of the best quality are a little scarce and high priced.

Potatoes...of course...come in for first place in the third group of the Basic Seven. They're the most stable of your listeners' dinner-table standbys...cheap...plentiful...and of good quality. Moderate supplies of celery of excellent quality are selling at the lowest price this season. And there's even a limited supply of sweet corn selling at reasonable prices. A few green onions are making a tentative appearance, too...coming from Florida and Georgia...plus a few Shallots from Louisiana. You can remind your listeners they'll be seeing more of these within a few weeks.

Apples come in this group too...and there continue to be light supplies...mostly of small to medium sizes...selling at or near the ceiling level. California is shipping light quantities of avocados...and...in the higher priced bracket...there are a few strawberries...pineapples...and...occasionally...figs and dates to round out that third group.

The Fresh Food Roundup is based on general supplies and movements of fresh fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.

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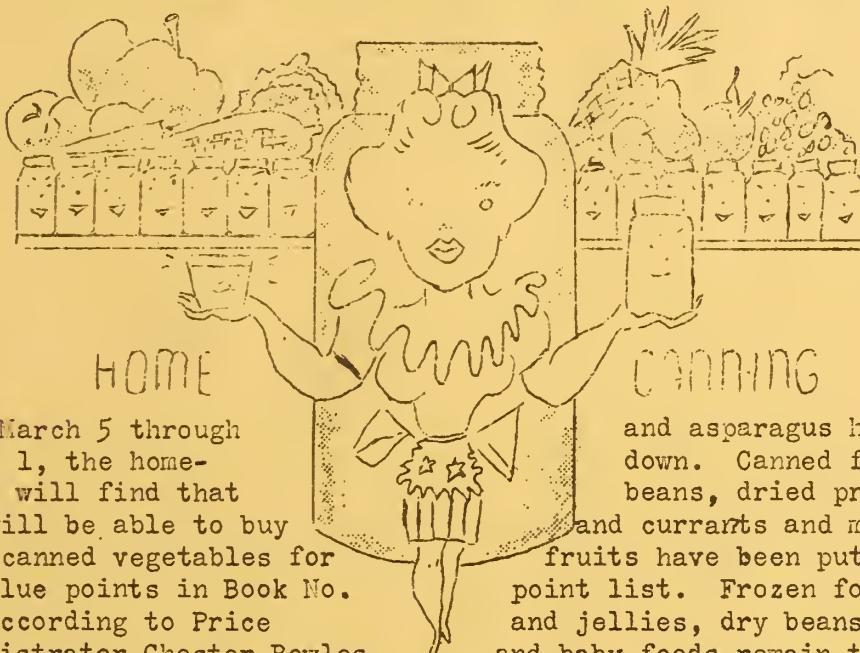
S. DEPARTMENT OF AGRICULTURE

Radio Round-up

on food...

Atlanta, Georgia
March 4, 1944

THANK HOME CANNERS FOR REDUCED VEGETABLE POINT VALUES



From March 5 through April 1, the homemaker will find that she will be able to buy more canned vegetables for her blue points in Book No. 4. According to Price Administrator Chester Bowles, she has done the job herself through her magnificent turnout of home canning.

Blue point values for some canned vegetables will be sharply reduced. Tomatoes will cost one-half as many points...peas will cost one-third the amount that homemakers have been paying ...and also point values on corn

and asparagus have come down. Canned fresh shelled beans, dried prunes, raisins and currants and mixed dried fruits have been put on the zero point list. Frozen foods, preserves and jellies, dry beans, canned soups and baby foods remain the same.

On the other hand, canned fruits have advanced sharply in point value. Apples, cherries, figs, mixed fruits, peaches, pears, and pineapple have risen five to thirteen points in point value. Grapefruit juice and tomato juice have been slightly boosted too.

There are several reasons for the point value changes of these

fruits and vegetables. For one thing...the total stock of canned, frozen and dried foods for civilians is about three percent higher than last year. The movement of canned vegetables has been about 10 percent lower than expected. This stock must be moved so the canners will be encouraged to process all the foods they can handle during the coming season.

The movement of canned fruits has been 17.6 percent faster than planned. The 1943 fruit crop was short, and the amount of canned fruits the homemaker received was limited. Therefore, to slow down the rapid movement, it is necessary to raise the point values of canned fruits.

NOTHING TO "BEEF" ABOUT NOW



After two pork bonuses in the form of spare stamp number 3 and 4, the week of March 5 ushers in additional meat blessings in the form of sharp point value drops on rationed pork and many beef cuts. Some sausage items are included in the new March and April tables.

Veal and lamb and mutton, lard, butter, cheese and all other rationed fats and dairy products will remain the same in point value during March and April as they were in February.

Every cut of pork...with the exception of spareribs...has gone down from one to two points per pound. Bacon...with the rind off...either in the slab or sliced...has been reduced three points...and canadian bacon has gone down four points per pound.

Beef has been reduced from one to two points per pound in cuts used for roasts...rib steaks...and stews. The Point value of canned and ready to eat beef and pork also reflect these changes...and these items will be reduced from one to four points. By the same token a number of variety meats and some types of sausage (chiefly pork) show decreases in point value.

Civilians will eat a great deal of pork during March...in fact...pork will make up more than half the month's total meat supply. As for beef...there will be somewhat more in March than civilians had during Feburary.

SWEET STORY

Sweet news for the homemakers was announced by OPA for the next quarter, which begins April first. She will be glad to know that, Sugar Stamp

No. 30 (in Ration Book No. Four), good for five pounds of sugar, will be good for an indefinite period. It was previously announced that this stamp would expire March 1. Stamp No. 31, the next sugar stamp, also good for five pounds...will become valid according to schedule on April 1. No expiration date for this stamp has been announced.

At this time there are no details for home canning sugar. However, no reduction is expected in last year's per person allowance for home canning.

Nothing can be said at this time about any expected changes in the homemakers sugar ration for the coming months. By removing the expiration date from ration stamps...sugar buying might be postponed sufficiently so that no change is needed. If, in addition, adequate shipping can be provided...then it is expected that the homemaker will have as much sugar in the coming months as she has been getting.

FASHIONS IN FISH

Fish has always been a traditional dish for Lent. During war years meat alternates are always timely and kind to our ration points... so at this time the homemaker looks forward to the varieties of fish upon which she can depend during the Lenten season.

Fish Supplies

During Lent...homemakers can count upon about as much canned fish as has been available through the past months. As for fresh and frozen fish...the picture also is about the same now. Transportation is still a problem. The overall picture for the coming year will perk up a bit...however...as the months roll by. Some new boats and some fishing vessels taken for military purposes have been released for commercial fishing purposes. This will add to the fish supply during the coming year.

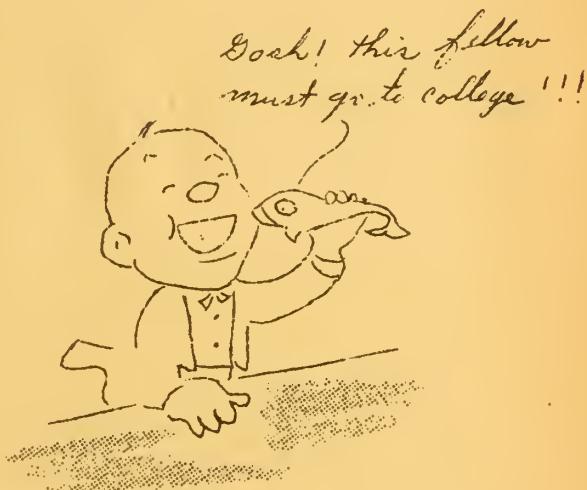
In planning Lenten fish dishes...the homemaker will find cod...haddock ...halibut...rosefish...flounder...and sea herring in both fresh and frozen varieties. In the interior...carp and lake trout are making their appearance as well. In the shellfish varieties...shrimp...crabmeat...and oysters will be found.

How To Buy Fish

When the homemaker buys fish she should look for bright bulging eyes... firm and elastic flesh...scales that cling tightly to the skin...and gills that are reddish pink. These are earmarks of good fresh fish.

Preparing Fish

Frozen dressed and fillets fish are ready for cooking and require no cleaning or other preparation. It is not even necessary to thaw frozen



dressed fish and fillets before cooking. Sometimes packaged fish are slightly salted. If the label says they are...it isn't necessary to add additional salt. Frozen fish must never be thawed and refrozen. Fresh fish that comes to the market...must be scaled and finned...and the head and tail cut off before cooking.

Fish may be boiled, baked, broiled, or used in salads, in scalloped dishes, creamed and in chowders. Listeners will be interested in U. S. Department of Agriculture Conservation Bulletin No. 27, called "Wartime Fish Cookery". Lots of fish dishes in this little booklet...and many tips about cooking and selections too.

Food Values in Fish

Fish is one of the outstanding protein foods. It's an excellent source of phosphorous...and contains considerable copper. A small amount of other minerals are present as well. As for vitamins...fish contains some B Complex Vitamins. The oily fish contain A and D, though they are for the most part concentrated in the fish liver and are extracted for use in vitamin concentrates.

MARCH FOOD BULLETIN

Here's a list of unrationed foods that will be plentiful during March. By planning menus and looking ahead for family needs and good marketing values, the homemaker can depend upon the following:

Cabbage (The Victory Food Selection)	Beets
Irish Potatoes	Celery
Spinach	Lettuce
Snap Beans	Citrus Fruits
Carrots	Canned Green and Waxed Beans

Frozen vegetables (all ration free except peas, corn and lima beans)

In addition to the above seasonally abundant foods...there are cereals and cereal products such as bread, flour, noodles, spaghetti, etc., which are abundant all the year round.

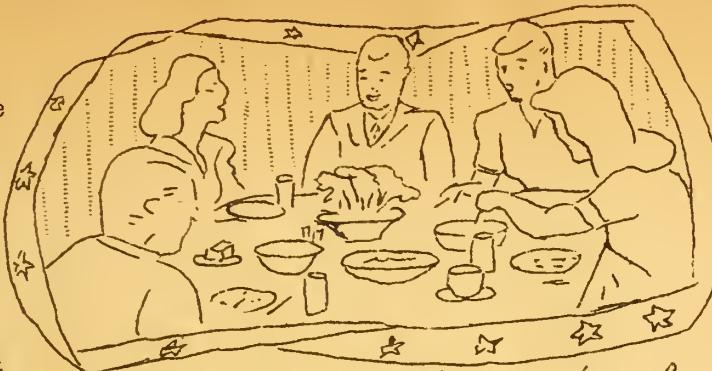
CUT FOOD WASTE

We are still wasting at least 20 percent of all food produced in this country...enough to feed the combined population of Greece, Czechoslovakia, Norway and Belgium. That's a lot of food and we cannot afford to waste it.

Fundamentally this waste is not intentional. It's because we in America have always had so great an abundance of food that we have become careless...and it's hard to break an old habit. But no nation wants to have have on its conscience the knowledge that one out of every five pounds of food produced is wasted. This waste takes place on the farm, in transit, in storage, in processing plants, in grocery stores and in the

home. On the average every person throws away in the home above 100 pounds of edible food.

Food is a precious thing in England and there it is a penal offense to waste food. English homemakers get only 2 ounces of butter a week for each member of the family. In order to conserve butter they spread it on the bread before serving, thus eliminating that "sticking-to-the-plate" waste. If every person in the United States saved only one-half an ounce of butter a week...it would have been nearly enough to supply our entire Army all of last year.



Clean the plate...and save the garbage pail!

Many American homemakers are trying to conserve food...but there is still much to be done. For instance...an enormous amount of uneaten food left on the plate is scraped into the American garbage can every day. An experiment conducted in connection with a dinner in a mid-western state showed that 81 persons left 17 pounds of uneaten food upon their plates at one meal. Homemakers don't weigh the food left on the family plates...but they would be amazed and perhaps a little ashamed if they did.

Of course...homemakers aren't the only food wasters. Studies show that 3 percent of all foods handled in grocery stores goes to waste because of damage in transportation...poor storage...and bruising and handling by customers. When food is brought to market by truck or train rough handling...delays...and lack of refrigeration causes about a 2 percent loss.

Campaigns in various parts of the country prove what can be done through concentrated effort. During a two-weeks' campaign homemakers in Kansas City reduced food waste 19 percent. A month's campaign in Lansing, Michigan reduced waste 23 percent...a two-month's campaign in Charlotte, North Carolina reduced food waste 28 percent.

If every homemaker tacked a small sign above her sink or work table reading "Can it be used?" She would stop and think before wasting a leaf of lettuce or a slice of bread.

At the table members of the family can school themselves to take no more than they will eat...scrape the plate and tip the bowl. Even Emily Post agrees that wartime etiquette allows bones in fingers...grapefruit squeezed dry...and gravy mopped up.

DIRECTIONS FOR CABBAGE BRINED IN JARS

The bumper crop of early cabbage now coming to market provides the makings for quick home-brined cabbage, similar to sauerkraut in flavor, suggests the United States Department of Agriculture. Though the usual

season for krauting or brining cabbage is in the fall, small supplies for family use this spring may be put up now in glass fruit jars from the new fresh cabbage. A jar of 2-quart size is ideal for the purpose because it holds just 4 pounds of cabbage when shredded and mixed with salt.

To make brined cabbage, remove the outer leaves, wash the head, drain, cut in quarters and remove the core. Then shred into a large bowl and mix thoroughly with salt using the hands. Use salt labeled "pure granulated", "flake" or "medium". Do not use table salt or rock salt. Mix 8 teaspoons salt with 4 pounds cabbage. Pack the mix firmly into clean jars, pressing the cabbage down until juice runs out and covers it. If the juice does not cover, add a little weak brine (1 tablespoon salt to 1 pint water). To hold the cabbage down under the juice put 2 or 3 small flat strips of wood, such as ice cream paddles fitting them cross-wise just under the neck of the jar. Now wipe off the jar, place a clean rubber ring on top, then screw down the cover not quite tight.

Set the jars on a tray to catch the juice that will leak out during fermentation, and keep at room temperature (about 70 degrees Fahrenheit) for about 10 days until bubbling stops. If at this time juice does not cover the cabbage, add more brine to the jar. Seal jars. The brined cabbage is ready to use at once or within the next few weeks if kept in a cold place. If it is to be kept longer, jars should be processed as soon as fermentation is complete in a hot-water bath as in canning.

Serve the brined cabbage cooked with meat or otherwise as sauerkraut is served or wherever a sour-salt flavor is desired.



EAT MORE POTATOES

You know, the War Food Administration is launching an "EAT MORE POTATOES" campaign. This campaign is stimulated in part by the abundant Irish potato crop of last year and the heavy run of potatoes that is expected this year. However, the real purpose of this campaign is to give potatoes their rightful place in the diet. No attempt will be made to feature potatoes as a marketing problem. The campaign will simply emphasize the importance of eating more potatoes throughout

the year...because they're ration-free...cheap...and nutritious.

In case you're worried...the vegetable men tell us that there is absolutely no chance of a recurrence of the potato famine of last spring. We had a record crop of potatoes last year and many of them are still on the market. In fact...there is some danger of losing a part of the old crop of potatoes that are still on the market unless they are consumed before the new crop comes in. Old crop potatoes won't keep long after the new ones come in.

SPECIAL BULLETIN

Fat News

American homemakers will be able to buy lard without ration points during March because 50 million of the extra 100 million pounds have been allocated for civilian use.

There are several reasons for the unexpected addition of lard to the zero point value list. First of all, an exceptionally large slaughter of heavy hogs produced about 514 million pounds of lard during January and February...around 200 million pounds more than for the same period last year. There is a lack of storage space and packaging facilities for this extra lard supply. And shipping has been curtailed, too...most of it has been diverted to more important military purposes.

The other 50 million pounds...will go to soap manufacturers. This, however, will not affect the consumer, as it will be considered a part of the original allocation for soap makers, and does not mean an increase in the amount of soap manufactured.

EAT EGGS

Have you heard...? There's an abundance of eggs on the market. So many eggs in fact that the War Food Administration is having to buy some on the open market to keep them from going to waste. You know how good a few extra eggs would look to an Englishman. Well, American eggs are just as good...so why don't you put the news of this plentiful egg supply on the wind? It should be good news to a lot of housewives who are wondering..."Oh, dear, what am I going to buy today?" Sure... meat...and cheese are rationed...canned goods is not too plentiful and your favorite brand of butter may be hard to find...but there are plenty of delicious eggs. Buying an extra dozen eggs this week will be a splendid way of saying thanks to the poultry men for keeping us off egg rationing...and a wonderful way to give that wartime stomach a real treat.

FRESH FOOD ROUNDUP

Does your appetite get spring fever about this time of the year? Are you tired of hum-drum winter meals? Well...who isn't? So...why not help your listeners dress up their meal planning in colorful new garb to match the gay mood of spring? There's no end of variety in vegetables to give that colorful, zestful dash a spring meal needs to tease the taste buds.

If your listeners want a delicate, delightful green on their table...with a delicate, delicious flavor...tell them to use cabbage. Cabbage is plentiful and cheap...as well as colorful and nutritious. It's rolling out of Florida in large quantities now...and will continue in ample supply for several months. A lot of it's being sold to Army camps...and a lot is being made into sauerkraut to be used later on after the fresh crop is gone...but there's still plenty of cabbage for every homemaker to have all she wants. That's why it was honored as a Victory Food Selection. Encourage your listeners to use cabbage abundantly...both in salads...and as a main vegetable dish. Tell them about the home brining process too...in case they want to try a little homemade sauerkraut.

If it's a deep, rich green your meal planners want...with a deep, rich store of food values....there're plenty of mustard and turnip greens available at low prices in nearly all sections of the South. Cooked quickly in a little water...nutritionists stress these vitamin-packed, mineral-rich vegetables as unexcelled appetite pleasers. Collards...however...are on their way out...and prices are high...with offerings much less attractive than they have been.

For a golden touch of contrast...homemakers will find moderate supplies of Texas carrots on the market. Carrots will add a gay spark of color to a salad of crispy pale green lettuce...or they'll complement a dish of mustard greens with their cooked golden richness...in both food value and color. There are good supplies of Canadian rutabagas too...if your listeners want more color. And a home grown source of yellow to use in meal planning is our own Southern sweet potato...available in fair quantities at moderate prices.

Irish potatoes will tone down the color scheme with their smooth creamy texture...and tone up the meal's food values with their carbohydrates, minerals, and vitamins. Old potatoes from Northern producing areas are in liberal supply...and a few new ones are coming in now from Florida. Florida's sending us good quantities of celery too...to round out the salad dish. Lettuce is plentiful from Arizona and California...as well as from Florida...although a lot of the supply from Florida is going on to consuming centers in the East and North. New green onions...vegetable herald of springtime...are in light supply at fairly reasonable prices...and more will be coming in from Georgia, Florida and Texas during the next few weeks.

There's color in fruits too...and the supply is fairly good. It's sort of in between seasons on oranges...and homemakers can begin to look forward to Florida Valencias...best liked of all oranges...in the next week or two.

The Fresh Food Roundup is based on general supplies and movements of fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.



A Service for Directors
Of Women's Radio Programs

Radio Round-up

on food...

Atlanta, Georgia
March 11, 1944

NOTHING BUT THE BEST


Thirteen miles from Washington...over an area of nearly fourteen thousand acres...daily experimentation is going on to help give the American family the best in food. This center of scientific progress is Beltsville Research Center, of the United States Department of Agriculture at Beltsville, Maryland, where scientists work with problems of food...from the soil and seed to the table.

Here, thousands of experiments are conducted in thirty-six well-equipped laboratory buildings... thirty-one greenhouses...and one-hundred barns. A visitor to Beltsville could tour through pastures, fields, orchards and even an experimental forest.

There are gardens, too, and fungus collections. So that no phase of Agricultural research is overlooked the Beltsville Center is well equipped with the usual farm stocks...dairy, beef and dual purpose cattle, goats, sheep and hogs. Thousands of breeding fowls and an apairy for the bees are part of the equipment...too...as well as more than five thousand small experimental animals such as rats, mice, guinea pigs and rabbits.

War has put an accent upon food, and efforts at Beltsville touch every phase of the farm...continuing through the many ramifications of food and all the problems to which it is related. The results are put into leaflets, ... and there is plenty of *idea*... bulletins and other publications and sent throughout the country. Anyone may write to the United States Department of Agriculture for information on any food or farm problem, and



**WAR FOOD ADMINISTRATION
Office of Distribution**

receive these publications.

One food on which a great deal of current research has been and is still being done is soybeans...and soybean products. This food deserves the spotlight...not only because of its high protein value, but because of its' easy availability. When soya flour and grits were released to civilian markets in quantity, the Bureau of Human Nutrition and Home Economics had recipes all ready to tell the homemaker how to use them. This is only one small example of the service rendered at the Beltsville Research Center.

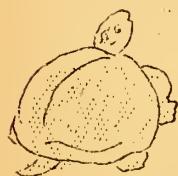
Meat Cooking Experiments

A service that is very close to the homemaker is that on meat cooking. Experiments in cooking meat started in 1924. The meat used comes from the Bureau of Animal Husbandry or State Research Stations that work with Beltsville. After the meat is cooked, it is tasted and rated by a panel of judges. Cooking temperatures and methods are considered...as well as the breed and age of the animal or bird, and the results are carefully noted and rated.

It was the result of these experiments in meat cooking that gave the homemaker the present and newest method of cooking meat at moderate temperature. The old method supposed that searing the outside of the cut was the secret of keeping juices intact. But Beltsville experiments...over a long period of time...show that temperature control is the important factor. Cooking meat from start to finish at moderate temperature not only holds in the juices, but saves much shrinkage and keeps the protein tender. Because of these experiments homemakers can conserve wartime meat purchases with moderate temperature cooking.

From time to time the ROUND-UP will carry more stories about Beltsville Research Center for your listeners. There the effort to give the homemaker and her family better food continues endlessly.

TURTLE TALK



"There's a place
for me..."

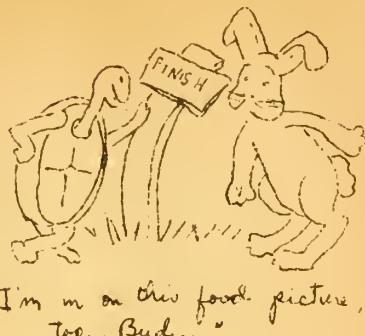
After floating around more or less at large, turtles have at last found their niche in the Special Commodities Branch of WFA's Office of Distribution, where they have recently been assigned.

Although some Indians in the west eat land turtles, ordinary folks eat green sea turtles in soup form. To most people turtles are a delicacy...something to give special "zip" to a meal...and homemakers will be glad to know that they will still have turtle soup in cans, although in slightly less quantity than in pre-war days.

There is no even supply of green sea turtles...that is, fishermen seldom go out for turtles alone. They are more or less incidental to the catch of other sea food. Turtles are found along the east coast...and in greater profusion as the coastline dips southward. Covered with barnacles and sea moss, they float lazily around about four miles out from the coastline.

Turtles make little effort to get food. They eat fish...but show practically no initiative about trying to catch them... they wait until the fish come to them.

Turtles are comparatively easy for the fisherman to handle after they are caught. They're put on their backs, and left there until they reach the market. They come to market alive...are delivered to the retailer...and he dismembers them. The shell...head...and feet are thrown away, while the flesh under the shell and some from the thigh is salvaged, and sent along for soup-making purposes. Most of the turtle supply goes to canners, though some famous restaurants do use fresh turtle meat for soup.



SPICY CONVERSATION



Slightly less pepper...but a substantial increase in the over-all spice supply for the homemaker... is the spice story for the coming year.

Since all spices are imported, our supply depends upon shipping, and...as your listeners know... shipping has been precarious during the past two years. Black and white pepper comes from the Dutch East Indies...now under control of the Japanese... and from India. Indian pepper is high priced and shipping is difficult as well, so that at present black and white pepper importations have ceased entirely. Fortunately there are enough reserve stocks now in the United States to help take care of civilian needs and other claims until January 1, 1946. But the homemaker's pinches of pepper will have to be fewer and farther between this year, for she will get even less pepper than she has had.

There's a brighter outlook on some other spices, however. Allspice comes from Jamaica, where it's called pimento. Ginger comes from that little island, too. Since shipping from Jamaica has improved a good deal, homemakers can count on enough of both of these spices. Matter of fact, 3.7 million pounds of ginger have been allocated for civilian use for the year...in comparison to 3 million pounds which was the average civilian consumption in pre-war years.

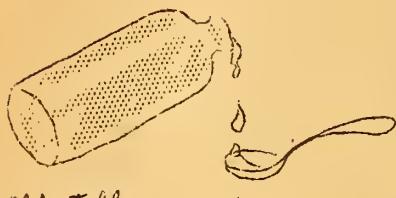
Mace and nutmeg hail from Granada in the West Indies, and shipping in those lanes has improved greatly too. The packer's delivery quota for mace has doubled, and for nutmeg it has jumped ten percent, so that more of both of these spices will grace the family cupboard than did last year.

Cloves are grown in far-away Zanzibar and Madagascar. Zanzibar shipments of cloves have increased substantially, so that cloves...too...will be on the plus list for the homemaker.

The cinnamon story is not so cheerful. We have been accustomed to Cassia...the thin, aromatic bark of a tree. This was supplied from Java... China...and Ceylon. Of course, Java and China supplies have been cut off

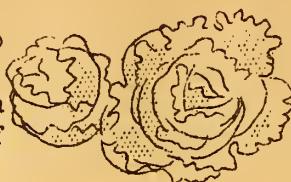
completely. Although the Ceylon supply is still coming through, the over-all cinnamon supply is short...and the cinnamon we are getting is not of as high quality as the Chinese Cassia.

TOPS ARE TOPS



Old stuff...

Grandmother used to think of tonic in spring...the modern homemaker thinks of greens...for she knows that greens are at their best in now...it's more of this...spring and a rich tonic of necessary food values.



Greens are tops right now...at the moment they're coming in from Georgia, Florida, the Carolinas and the Norfolk section of Virginia. But as the season advances you'll find greens growing farther north, for they follow the spring. They're shipped all over the nation, and the homemaker will find either kale...collards...mustard greens...turnip tops...or spinach...perhaps all of them...on her local market. She can plan to use them frequently during the coming months.

The color of spring greens adds interest to the table...and their food value adds nutrition to the family diet. One good sized serving of greens provides an outstanding source of Vitamin A value. It contains riboflavin and iron...too. This is important because menus are apt to lack enough riboflavin and iron even when homemakers give quite a bit of thought to meal planning.

Added to this, a serving of greens contains considerable Vitamin C...the vitamin which helps keep teeth...gums...bones...and blood vessels healthy.

Every homemaker knows the deliciousness of raw chopped up greens in salad. There are many other variations for greens, too. Greens served with cream sauce or mushrooms...in a loaf....or a vegetable casserole. Greens should be cooked quickly until just tender...in only the water that clings to the leaves.

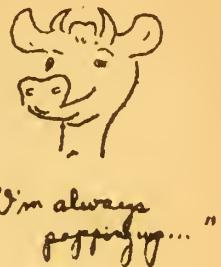
CHEEDAR CHATTER

The cook's delight...cheese in all its flavorful varieties...seems to be mostly missing these days. The only type of cheese that's around pretty regularly is the good old standby, American cheese...called by the trade, "cheddar". And there isn't too much of that.

Homemakers are wondering why the fine genius of cheesemakers has been directed to the making of such a large proportion of cheddar cheese. Well...they know that the materials for automobiles and refrigerators, etc., have been directed into channels for war

purposes. In the same way, milk allocated for cheese has been designated for a cheese that would serve all war purposes in the best possible way. And that cheese is Cheddar. It's like this:

When our soldiers are still in the United States training, they get lots of milk. But when they go overseas they must get their milk nutrients from processed dairy products that can go safely across the ocean with them. Evaporated milk and milk powder serve that purpose... and cheddar cheese. There are several reasons for the selection of cheddar above all other varieties of cheese...for one thing it ships equally well to both hot and cold climates...for another, it can be produced faster and by more manufacturers than any other type. An important factor is its food value, for cheddar contains more milk solids and less water per square inch than most other types. Then, too, cheddar can take rough treatment...be stored for long periods, and when it's ready for use, it's still fresh and flavorful.



The Allies want more cheddar cheese...too...to fill out their skim milk and meat supplies...and the Red Cross has asked for 65 million pounds more than they had last year. When the homemaker understands the reason for the heavy demand, she will be glad to forego many of her old cheese favorites...and share her cheddar, too.

"BUTTER" GET IT STRAIGHT

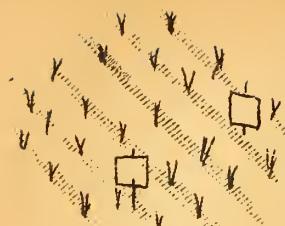
Round-Up (and newspapers) carried a story about supplies in cold storage in February...particularly about 70 million pounds of WFA butter still on hand. That seemed to be a lot of butter...and homemakers started to wonder about it.



Let's get the facts straight. In a word...every pound of butter on hand is committed for use during early 1944. Fourteen million pounds are to be used from now 'til June to complete Lend-Lease and other WFA commitments (mainly for the Russian Army). The rest is to be transferred to our Armed Forces...U. S. Territories...the Red Cross...and our Civilian Hospitals.

The 70 million pounds of butter now on hand is part of 213 million pounds purchased during the period from February through September of last year. This is the period of the year when butter production is at its peak. During that time the Government buys all its butter requirements for the coming year...and this purchase provides a pretty even supply for civilians during the fall and winter, when not much butter is produced. Thus...every one gets a fair share of the precious food, spread fairly evenly through the succeeding year.

A SEED IN THE MIND IS FOOD ON THE TABLE



Even though...in many sections of the country...the "North Wind Doth Blow", it's high time for the homemaker to plant the seed of a victory garden firmly in her mind.

From garden...

Whether she has a pocket handkerchief space, or an accessible vacant lot, there are many things to bear in mind...if the space is sunny...and has reasonably good soil...she need have no hesitation about starting a small garden. Two tests for good growing space are:

- (1) Sun for six hours or more a day, and,
- (2) Moist...fertile soil. If weeds grow profusely on the land it is safe to say

the soil is fertile. No standing water shows the soil is well drained. Next thing to think about is an assortment of vegetables to raise...their adaptability to the climate of the region, and the food value to the family. Tools must come in for some consideration, and...above all...dependable knowledge of procedure is important.



... to table...

Brand new, complete and detailed is the Department of Agriculture miscellaneous publication No. 538, called "Growing Vegetables in Town and City". Whether the home-maker is an amateur gardener of the first water or an old hand at tilling the soil, this booklet will be a valuable addition to her gardening library.

In seasonal order, this new bulletin explains how to choose a location...arrange crops...and choose as well as care for tools. Then it continues with soil preparation and improvement...with planting the time and kind of crops...transplanting...care and culture of specific crops. Here the victory gardener will find a list of important "Don'ts", and a glossary of various vegetables, their description, and growing problems. Two invaluable charts appear in the booklet...a regional map showing the average dates of the last killing spring frosts and the first killing fall frosts in each area. For use with these maps is a detailed planting calendar...showing the time for planting each vegetable in each region. The 1944 victory gardener will find the bulletin readable and directions extremely easy to follow. She will find that gardening is fun...too...and that it bears precious food value for her family.



Your listeners may have this booklet on "Growing Vegetables in Town and City" by writing to the Office of Information, United States Department of Agriculture and asking for Miscellaneous Publications No. 538. Further and more localized information may be obtained in each region by writing to the State Agriculture College.

SUCCESS STORY

And if there's a School Lunch Program in your community... you probably have your own success story to feature. Here's one we'll pass along from one Georgia section:

".... oyster supper at the school tonight.... 'bout seven o'clock goin' to have fun better be there look for you."

Just snatches of conversation, up and down the road and on the party lines -- but those bits of conversation were the foundation for one of the newest and strongest links in the Emanuel county school system.

That's how the Wesley School lunch program grew to its full present-day stature -- an institution which, by the simple application of approved nutritional principles, is helping to build strong, healthy bodies for future generations.

That conversational medley represents the Wesley community spirit -- but a unity of purpose born of difficult days.

Time was, when the school lunch program was inaugurated at Wesley under WPA management, that the corner of one of the class rooms had to be used as a kitchen, and the children ate at their desks. Two cooks prepared hot lunches for about 75 pupils. But even that was better than the days of cold lunches brought from home. Hot food is always better, no matter how fine a cook mother is.

Still, Wesley didn't have the school lunch program it wanted, and soon community spirit rose to a mighty crescendo; was so aroused that a group of fathers borrowed from the bank enough money to build and equip a separate school lunchroom-and-kitchen building -- at a cost of more than \$1,000.

That's where those bits of conversation came in. The PTA sponsored the project and began, by a series of suppers and other programs, to raise funds to pay for it. And this year, the school lunch program is being operated successfully as a PTA project with state and federal assistance. Carefully-planned and well-balanced hot meals, designed to give a child a third of his nutritional requirements for a day, are prepared by the supervisor and two mothers. Meals are always ready on time.

The War Food Administration reimburses the sponsoring group for a part of the cost of each lunch served, and pupils pay a nominal sum, either in cash or in some usable produce.

Among the sponsors' assets are three "slop pigs" which are fed on waste from the lunchroom.

"Of course we don't like to even think of waste food," says the supervisor, "when we realize that five and a quarter pounds will feed a soldier for a day, but we're content in the knowledge that those pigs are doing a war job".

The pigs will be converted into barbecue -- and again there'll be that medley of community spirit all up and down the roads, and on the party lines.



Schools must give them more than books...

FRESH FOOD ROUNDUP



No need for your listeners to worry about monotony in meals these days...with fresh vegetable markets offering plenty of varieties...and at prices that are more than congenial with most homemakers' food budgets. Cabbage...of course...is one of the best buys...even if its reign as Victory Food Selection is over...since it's still in liberal supply...selling at cheap prices ...and of excellent quality...besides being one of the best sources of vitamins and minerals needed daily in your homemakers' meals. There's a lot that can be done with that versatile vegetable...whether it's used as

the basis of a crisp raw salad...cooked...stuffed with left-over meats ...or made into spare ribs' companion of sauerkraut.

Celery should take top place in good seasonal buys...now that Florida has hit its peak season for the late winter crop. Celery's not only fairly heavy on most markets...and low in price, but that coming in these days is of very good quality.

Potatoes continue to roll to market in heavy supplies...and the old crop of last fall is complemented these days with a fair supply of new potatoes moving in from Florida farms.

Cheeks should begin to bloom in your homemakers' families...not only because spring is almost here, but because there's a plentiful supply of some of the vegetables richest in vitamins and minerals. Turnip greens and mustard greens...for instance...are in their peak season... and selling in most sections at very cheap prices. Collards are available in moderate supplies...and are selling at slightly higher prices.

Other good buys of the week include moderate quantities of snap beans, a little cheaper in price...liberal supplies of reasonably priced carrots...fair supplies of green onions...and some reasonably priced squash. Both turnips and rutabagas are in quantities more than large enough to meet the demand...and they're both cheap in price.

Citrus fruits continue to hold the fruit spot-light...with sufficient grapefruit...moderate supplies of Pineapple oranges...and a few Valencias just beginning to come in. Fair supplies of apples...of mostly small sizes...are available...although selection of varieties is smaller than it's been...and they're selling at or near ceiling level.

The Fresh Food Roundup is based on general supplies
and movements of fruits and vegetables. It's advisable
to check on local markets to make sure these
products are available in your community.

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A Service of Directors
Of Women's Radio Programs

Radio Round-up

on food...

Atlanta, Georgia
March 18, 1944

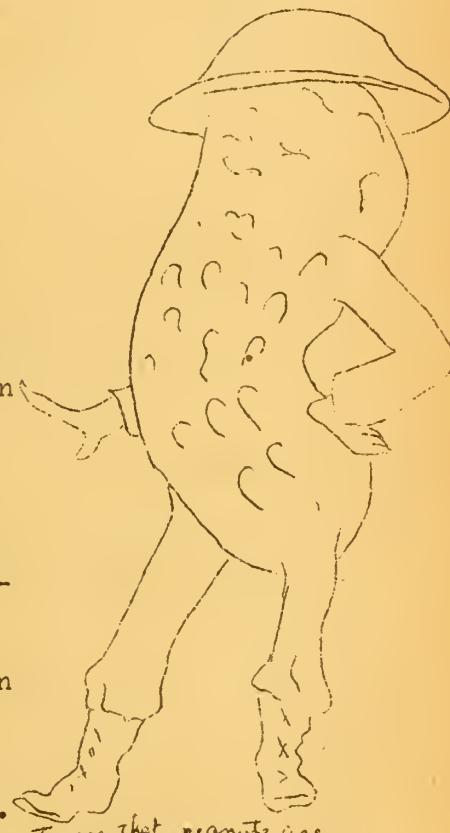
PEANUT PROSPECTS



Peanut like a
Sherlock Holmes...

more peanut butter.

Homemakers have enjoyed an abundance of peanut butter this year...and they can look forward to even more next year, if the peanut crop grows up to its expectations. The War Food Administration has asked that 30 percent more acres be planted in peanuts in 1944. This means even



Through the years, some homemakers have built up the idea that peanuts are just a confection...that peanut butter is just a nice pick-up for the children. But actually, peanuts are more than that...they are important protein foods. They are listed in Group Five of the Basic Seven, as meat alternates. A big handful of peanuts...or two tablespoonsful of peanut butter...will supply a generous amount of the daily protein requirement. In addition, peanut butter and peanuts contribute some iron...calcium...riboflavin...and thiamin.

Peanuts and peanut butter may be used in many ways...in salads, in desserts and meat sauces. In our busy rationing arithmetic, zero point

value peanut butter can help amazingly. For

...to see that peanuts are taking a BIG place in our food picture...

**WAR FOOD ADMINISTRATION
Office of Distribution**

one thing, peanut butter is excellent as a spread...it's so rich in fat. A homemaker might introduce her husband and family to breakfast toast, spread with peanut butter and citrus marmalade. This will be an unusual eye opener and at the same time the homemaker can save her precious butter. Combined with other low-point, no-point foods, peanuts and peanut butter as a sandwich spread for enriched bread are practical and palatable. Since carrots are abundant, mix ground peanuts and ground carrots for sandwiches.

Bacon is now only one point per pound, and broiled bacon and peanutbutter sandwiches are crunchy and delicious.

EGG LORE

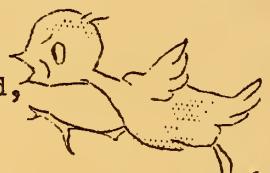
During these war years...when proper nutrition is so especially essential...American hens are cooperating to the fullest extent. They have contributed an increasing amount of protein in the form of eggs, and their production this year will reach an all-time high.



"Looks like a heavy schedule for me..."

In 1944 eggs will be numbered at the amazing figure of 5.1 billion dozen...more than 60 billion eggs. Three out of four eggs...fully 45 billion...will go to civilians. The fourth egg will go to Lend-Lease and all other requirements. This means that each member of the American family can have more than one egg a day, for this year. That is five more eggs per person than last year...and four dozen more eggs per person than in pre-war years.

Homemakers like to hear about this abundant production...because they know that eggs are a protective food...high in protein and other food values. In these days of rationed meats, alternates are often required, and eggs are one of the best. Let's take a look at the food value of eggs...particularly their protein value...in relation to the protein required in the proper diet.



"I'll be helping out... before the year's over..."

Food Value Star

An average, moderately active adult requires about 70 grams of protein daily...about 500 grams of protein a week...according to the recommended dietary allowances of the Committee on Food and Nutrition, National Research Council.

Since the weekly average allowance of meat under the rationing system is about 2-1/4 pounds per person, the amount of protein supplied by that allowance is about 200 grams...less than half the required amount. Therefore...meat alternates with high protein value must be used. One egg contains about 7 grams of protein, and an egg every day would supply about 50 grams of protein, nearly one-tenth of the weekly requirement for an average adult. Added to this contribution, eggs are also rich in Vitamins A and B, and they are the richest of all common foods in Vitamin D. The fact that eggs are a good source of iron is another

good reason to list them high on the meat alternate list.

With these food facts in mind, the homemaker can readily understand the importance of using eggs...and using them now...while they are especially abundant.

A WHALE OF A FISH STORY



Strange names are appearing on the roster of edible fish, and American families are eating a larger quantity of unfamiliar fish and shellfish than ever before. What's more...they like it.

Among the newcomers to the civilian table are shark steaks...carp fillets...smoked buffalo fish...and mussel chowders. The West Coast has even toyed with whaleburgers. In Seattle, Washington, reports showed that soupfin shark steaks were bringing a higher price than any other fish steaks...except the famous chinook salmon. On

the Florida East Coast, the demand for shark steaks exceeds the supply. Since both these regions have access to a wide variety of sea foods, these stories of enthusiastic reception speaks well for those shark steaks.

Man Eats Shark

It seems strange that...although the annual catch of shark has amounted to about 15 million pounds...nothing was used except the shark liver and skin. The liver yields valuable oil that contains Vitamin A. As a matter of record...three-fourths of all the Vitamin A used in the United States last year was supplied by shark livers. However, until last year there was no market for shark meat...which meant that three to five million pounds of shark meat was discarded annually.



*...but you'll be wise
to believe it.*

Troubled by this huge waste, a Seattle fish dealer began a series of experiments, and found that shark meat tastes very much like haddock, but with the texture of swordfish. This dealer then conducted further experiments...found that shark could be kippered...or slightly smoked...too. Kippered shark is a pale pinkish orange in color, and has a delicate flavor very much like smoked salmon.

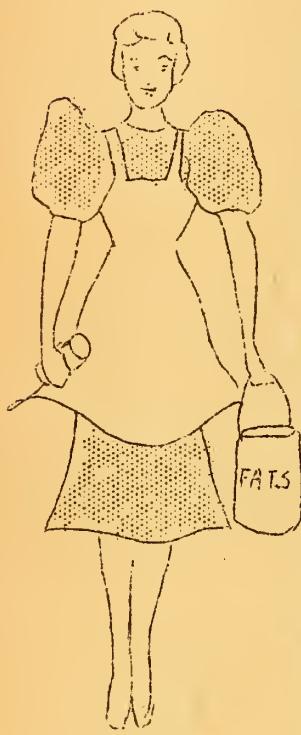
So enthusiastic was the reception of the new shark meat that demand spread rapidly, and it now exceeds the amount that fishermen can supply.

As a matter of fact, last year eight times more shark meat was landed

in Seattle alone than in 1942...a million and a half pounds. Chicago markets...which are a good middlewestern barometer...used one hundred thousand pounds. New York and other eastern cities get their shark meat from the Atlantic Coast. This year...it is estimated that 2 million pounds more will be added to the national food supply.

Some of those sharks have been finding man appetizing for centuries... now man is turning the tables.

STOP...THINK...SAVE

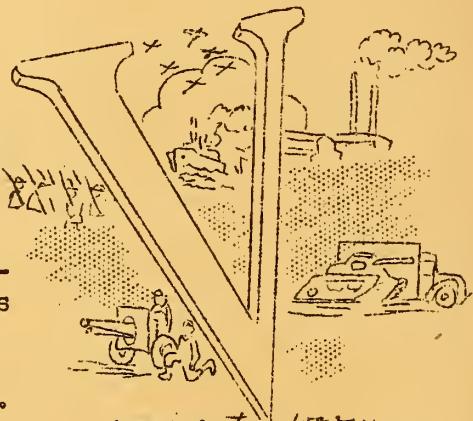


Changing point values during this period should increase the homemaker's salvage contribution to the war effort. Lowered point values on canned vegetables mean more tin containers in the home. The temporary use of more lard in cooking should present an excellent opportunity for greater household salvage. Every salvaged tin container and every salvaged pound of fat is ammunition vitally needed.

Fat Salvage

Let's follow a can of salvaged fat from its storage place in the refrigerator...to its final destination. First...the can of fat is taken to the butcher...who gives the housewife two red points for it. Then the butcher sends his accumulated fat to a rendering plant, where it is placed in cookers and heated. The foreign matter sinks to the bottom, and is used as animal feed. The remaining grease is graded and sold for many purposes.

What she salvages... Some of it goes into the making of explosives...anti-aircraft guns...howitzers...airplane cannon...and dynamite. Another portion of the fat helps manufacture military medicines... such as precious sulfa ointments...small-pox vaccines...insulin...surgical jellies...and opiates to ease pain. A large portion is allotted to military uses... synthetic rubber...airplane lubricants... depth charge releases...nylon for parachutes and incendiaries. The remainder is used for industrial purposes.



Tin Salvage

Tin containers...once they are flattened and collected...travel to one of eight de-tinning plants. Huge cranes carry big loads of cans to a rinsing tank, where they are washed with clean hot water. Next, they go into a de-laquering tank, which removes any laquer. Finally...when the cans are clean and dry...they are immersed in a de-tinning tank, where the 1 percent of tin is removed by chemicals from the 99 percent

of steel contained in most cans. The steel cans are shipped to copper mines or sent in bales to steel mills. The tin is purified through a series of operations, and is at last ready for its many war uses.

The homemaker has the satisfaction of knowing that in salvaging a tin container, she is contributing both tin and steel to the war effort. The steel in only 3 of her salvaged cans will provide enough steel for a hand grenade...and a neighborhood collection of about 250 cans will supply steel for a machine gun. Steel from tin cans also helps in the making of bombs and tanks and battleships.

The tin salvaged from containers goes into the bearings and anti-aircraft guns...torpedos...submarines and bombers. The tin from two cans will provide enough tin for a syrette...the miniature hypodermic that many soldiers carry to relieve pain if they are wounded.

LAMZY DIVY

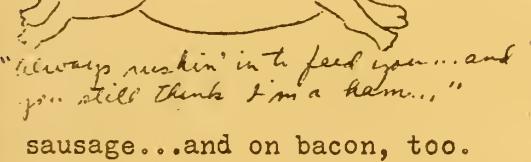
Song writers feed little lambs ivy...but farmers depend on a good early grass crop for the spring lambs' food. This year...because the first grass crop will be later than usual...fewer Easter menus will be highlighted with spring lamb. Cold weather and lack of rainfall are blamed for the delayed growth of grass. No doubt the grass will come along soon...and so will the lambs. But in the meantime...



Lamzy blover, too...

We'll eat ham...wouldn't you?

With the continued heavy marketing of hogs, ham should be fairly plentiful. Homemakers can plan on a good supply of other pork products, too...in your pork prose you might plug the lowered point value on many types of pork sausage...and on bacon, too.



*"always makin' in to feed you...and
you still think I'm a ham..."*

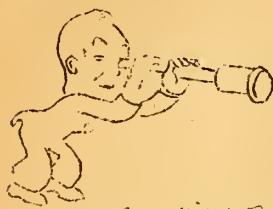
A PEEK AT THE POST-WAR FEEDING PROBLEM

A few days ago at a meeting of people interested in post-war feeding, Lee Marshall, Director of Food Distribution, said he thought the allocation system would be an essential part of our food economy during the reconstruction period that will follow the war.

"The allocation system, as I see it", said Mr. Marshall, "will function much as it does now. It will guarantee to Americans, both in and out of the Armed Forces, a diet that is based on the standards of good nutrition. It will guarantee to the hungry people of other countries that we will help them as much as we, in the light of our own needs and resources, are able to do."

The allocation system...you remember...is the planned division of our expected food supply. Every agency that has a claim on the expected

food supply states its requirements. The needs of our civilians are presented by the Civilian Food Requirements Branch of the Office of Distribution. Requests for food to meet current needs and maintain necessary reserves are filed by the Army...Navy... Marine Corps..War Shipping Administration...and Veterans Administration. Requirements of Great Britain...Russia...and liberated



Taking a long view of food...

countries are submitted through the Foreign Economic Administration. The needs of the Red Cross and our territories...Hawaii..Puerto Rico...and Alaska...are listed. Of course, every claim must be supported by facts clearly demonstrating essential needs.

When all the claims are in they are matched against the available supplies. If there isn't enough food to meet all the demands, the claimants are asked to look over their lists again and see where they can make reductions and substitutions.

Certainly the relief feeding problem for the reconstruction period after the war is a big one. Mr. Marshall said, "Its solution will depend...as the War Food Program does now...upon complete cooperation and understanding."

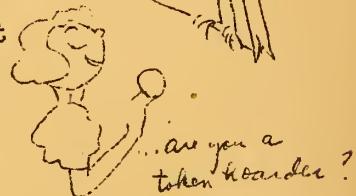
Mr. Marshall feels that it's most encouraging to have the existence of a post-war feeding problem recognized so early. The Director of Food Distribution closed his talk by saying, "The fact that an international agency (UNRA) has been set up and food forum meetings are held to bring some of the factors of the problem into sharper focus augurs well for the future."

PLAY FAIR AND SQUARE WITH TOKENS

A token-hoarding homemaker could help to cause a food shortage...but if she keeps her tokens in circulation, she will save time...food...and ration points. That is the way it looks.



The token supply is limited. If tokens are kept out of circulation, the grocer must get more. In order to do this, he must use his precious points in exchange for more tokens at the bank. Ordinarily, he would use these points to buy more food stock for his store...but if he is forced to give up too many points for tokens at his bank, he naturally will not have as many to use for food stock for his customers.



Homemakers are in the habit of using stamps, and the use of tokens is new. They will have to be urged to use their tokens before their stamps. Tokens have been created for the convenience of the homemaker... and they will save her points, if used wisely. Before tokens were available ration stamp points sometimes added up to greater point value than the purchases, and the customer had to sacrifice points...or buy more food than she needed. With tokens, the customer gets full food value of the ration points.

Tokens are easy to use...they were created so the homemaker would get a fair deal all around. Now, it's up to the shopper to give her grocer and herself a square deal...and keep those tokens moving.

A BIT ABOUT BUTTER

Probably there will be a few more smiling faces around the grocery store ice box because the butter supply is expected to improve week by week for the next month or two. Although the Government will start buying butter again on April 1 for the first time since last September...the purchases will be a smaller percentage of the butter output than were Uncle Sam's butter-buys for the same month last year.

The entire quantity of the butter set-aside for April will be purchased by the U. S.

Armed Forces and war services such as Veterans Administration and War Shipping Administration.

The War Food Administration...which buys butter to help meet the needs of U. S. territories...

Red Cross...and Russian soldiers...will not buy butter during April, but will fill its commitments from present supplies.

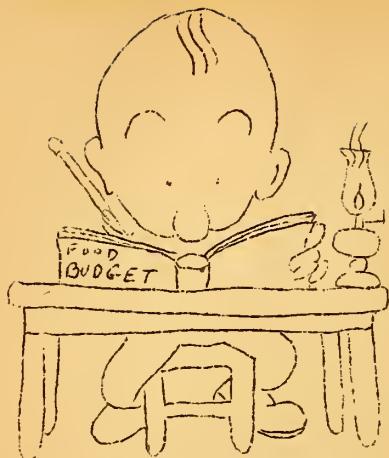
The butter set-aside order...which will be reinstated April 1...is part of the Government's program to keep a fairly uniform food supply in the stores. As you know, butter production has a wide seasonal variation. If the Government met each month's war needs out of that month's production, civilian butter supplies would be fairly high in summer when butter production is at its peak...but extremely short in winter when production is low. In other words, the butter set-aside order serves about the same purpose as a river dam. The river dam can keep the water level fairly constant...and the butter set-aside order keeps the quantity of butter flowing into civilian channels reasonably uniform.

Cabbage...and more Cabbage

Sure you've been hearing a lot about cabbage in the past few weeks. It's been a Victory Food Selection. Well...even if that king of the vegetable's reign as VFS is over...it still deserves a lot of attention. And any plugging you give cabbage in the next few days will help a lot...if you can get homemakers to use some of this season's record crop more often. It's still heavy on most Southern markets...rolling in at a great rate...and at a rate that demands a lot of consumption on the part of us civilians...if it isn't going to waste. The price should suit everybody's budget...the food value, everybody's vitamin chart. Remember...when you're singing its praises...that it fits in two of the Basic Seven foods we need every day.



FRESH FOOD ROUNDUP



No need for worry over the little woman's food budget... if she's taking advantage of the good fresh food buys...

remember that new spring crop already coming in to augment the substantial lot left from last fall.

But there are plenty of other current standbys, too. Leafy greens, for instance...both mustard and turnip greens are at their peak season...they're cheap, and of good quality. Collards are in fair supply, though it's a little late in the season for that green. Then there are fair quantities of snap beans selling at reasonable prices, and moderate supplies of lettuce of good quality.

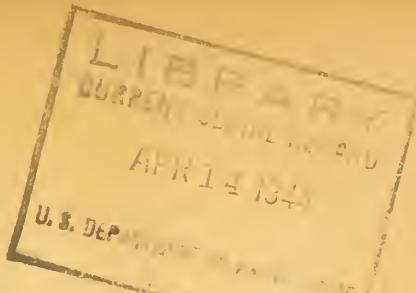
For another color...plenty of carrots are offered at relatively cheap prices...and they're worthy of a big place in your homemakers' raw vegetable salads...soups...and stews. And speaking of such dishes...there's a fair supply of green onions to make them eventastier...though these onions are not as cheap as they have been in past seasons. Celery, too, adds plenty of zip to most other foods...and there's a plentiful supply...selling cheaper than it's been all season...and the quality is excellent. Other good buys include liberal supplies of sweet potatoes and turnips...and moderate quantities of reasonably priced squash.

As for fruits...oranges continue to take the limelight. That's bad wording...but it's all in the citrus family. Those oranges are in liberal supplies...Valencias are increasing on most markets...and prices are reasonable. Fair supplies of reasonably priced grapefruit are available...as are plenty of lemons, selling at moderate prices. Apples are putting in a small appearance...both as to size and quantity...and they're selling at or near the ceiling level.

There should be harmony in your listeners' homes these days...when it's time to balance the food budget...because, if homemakers are taking advantage of the many good buys on the fresh food markets, they should be having no trouble making an economic budget steer clear of the red...and still get plenty of good food values in their daily menus.

Take that cabbage that's been headline news, recently. Though its day as Victory Food Selection is gone...all those hard green heads aren't gone by any manner of means...there're plenty of them available...and at cheap prices. Good quality, too...and versatile enough so that they can be used in plenty of ways without getting monotonous. And of course, Irish potatoes continue to be excellent buys...and there're no prospects that they'll be otherwise...

The Fresh Food Roundup is based on general supplies and movements of fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.



A Service for Directors
Of Women's Radio Programs

Radio Round-up

on food...

Atlanta, Georgia
March 25, 1944

C/O QUARTERMASTER

The American Armed Forces are the best fed in the world. Mothers, wives and sweethearts needn't worry about their boys. Whether those boys are marching...flying...being carried in trucks...moving in armored columns...riding in amphibian vehicles...gliding across the snow on skis...they're getting the carefully balanced diets that have been planned to provide variety, appetite appeal and all the necessary nutritive values.

A soldier gets about five pounds of food every day...except when he is in combat areas, when packaged food must be used. The five pounds consist of one pound of meat...poultry...or fish; one egg; one pint of milk; three ounces of fats including butter; twelve ounces of grain products and cereals; twelve ounces of Irish potatoes...four ounces of tomatoes and citrus fruits...seven ounces of leafy green vegetables; and twelve ounces of other fruits and vegetables. Added to this, bread...a beverage...and desserts are included in each meal.

"A" Ration

While he is taking his basic training, a soldier is served regular daily ration, known as "Field Ration A". Overseas, outside the combat

**WAR FOOD ADMINISTRATION
Office of Distribution**

zone, the boys get "Field Ration B". These two rations are very much alike, except that in "B", non-perishable foods must be used. With both "A" and "B" type rations, the quartermaster will serve fresh foods available locally, if possible. "A" and "B" rations are both planned from master menus thirty days in advance. A typical daily ration of these types served in mess halls or temporary mess tents, might read like this:

<u>Breakfast</u>	<u>Dinner</u>	<u>Supper</u>
Baked apples	Beef steak, gravy	Veal patties, tomato sauce
Dry cereal & milk	Mashed potatoes	Browned potatoes
Fried cornmeal mush	Fried cabbage	Parsnips
Sausage	Beet & sliced egg salad	Pea, celery & cheese salad
Toast and butter	Bread and butter	Rolls and butter
Syrup	Pineapple upside down cake	Butterscotch pudding
Coffee	Fruit ade	Cocoa

Ration Alphabet

Often, however, soldiers are in combat areas...or beyond the reach of facilities to prepare meals like the above. Then they are given packaged field rations, especially planned to meet special requirements. These special rations are known as "C", "D", "K", "10-in-one", "Bail-Out" and "Life Raft" rations.

Ration C

Field ration C consists of previously cooked and prepared food, packed in sealed cans, and it may be eaten hot or cold. Rations for one day consist of three meat units and three units containing biscuit, confection, sugar and beverage.



Ration D

Field ration "D" is used for conditions of extreme stress, only. It consists of three four-ounce bars of chocolate. This type chocolate bar is also known as the "D" bar, and is temperature resistant to a high degree, as it can be carried in climates ranging from 20 degrees below zero to 120 degrees above zero. It contains chocolate, skim milk, sugar, cocoa fat, oat flour, vanillin and 150 international units of Vitamin B₁ (thiamin).

Ration K

Field ration "K" was developed originally for the use of parachute troops, but it proved so effective that now it's given to all troops in the theatre of operations. The "K" ration when packaged, is about the size of a pound box of candy. It contains three units (or three meals), and it's carefully balanced to provide the necessary carbohydrates and vitamins, and about 3700 calories. There are a number of combinations contained in the "K" ration package, and the contents of each package is printed on the outside so that a soldier can choose his favorite combination.

A typical "K" ration might contain the following: Biscuits...condensed graham biscuits...a can of ham and eggs...malted milk dextrose tablets...soluble coffee...sugar...and chewing gum. Dinner could provide defense biscuits...condensed graham biscuits...a can of pork luncheon meat or cheese spread...malted milk dextrose tablets...concentrated bouillon...and chewing gum. For supper there might be defense biscuits...condensed graham biscuits...a can of cervelat sausage...a two-ounce "D" bar...sugar...lemon juice powder...and chewing gum. Each "K" package also contains four cigarettes.

...And Still More

The "Bail-Out Ration"...as its name implies...is designed for Army flyers, paratroopers and other men who may have to bail out of planes without other supplies. The "Bail-Out Ration" is a small pocket sized package, weighing only eight ounces. Each one contains small "D" bars...fruit bars...malted milk dextrose tablets...concentrated bouillon or powdered lemon juice...and chewing gum.

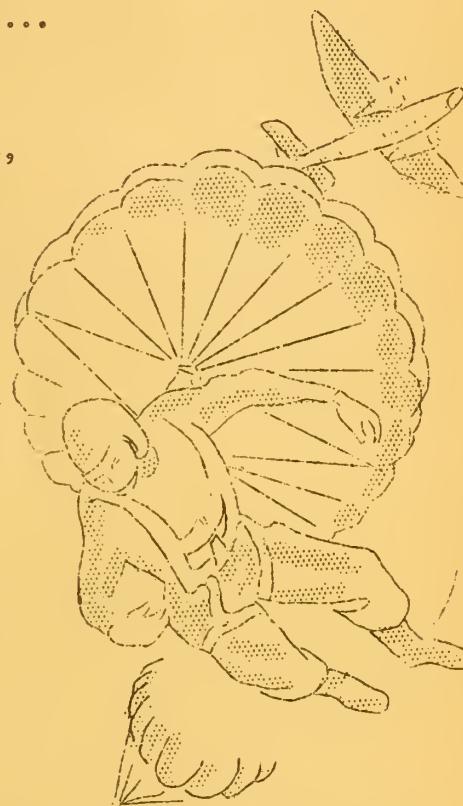
"10-in-one Ration" means a day's complete food supply for ten men. It's used usually for details in theatres of operations where field kitchens cannot operate, or when units of men are on the move. A typical 10-in-one ration contains canned pork and sausage meat...canned tomatoes...dehydrated baked beans...biscuits...pre-cooked cereal...evaporated milk...canned jam...pineapple and rice pudding...canned butter...soluble coffee...sugar...and salt. Added to this are enough "K" ration units for one complete meal for each man.

When bomber crews are forced down at sea they carry "Life Raft Rations". This type of ration supplies needed nourishment, with a minimum of thirst. In the package are hard candies...chewing gum...and vitamin pills. One ration can feed five or six men for one day.

Added to all the highly specialized formulas for feeding the millions of men in our Armies, new food processes are being constantly developed and new packaging materials are being constantly tested. All this should be good news to listeners, giving ample proof that their boys are getting the best.

WARTIME NUTRITION

In a talk on "Can We Be Well Fed in Wartime?" given at regional conferences of State nutrition committee chairmen and executive secretaries recently, Dr. W. H. Sebrell, Associate Chief, Nutrition Programs Branch, Office of Distribution, WFA, pointed out that...nutrition is one of the few things which concerns all the people all the time. It concerns the well fed and

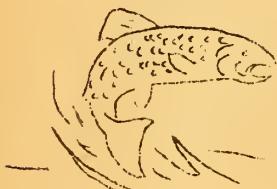


the ill fed. It concerns our Armed Forces...our industrial workers...our children...and our parents.

He said "We must strive toward the highest health levels which are possible of attainment. Freedom from obvious disease is not enough. The whole range of health levels, from fatal diseases on one hand, to buoyant health on the other, is greatly affected by the contribution to all grades of health status. We would not say that good nutrition guarantees good health, but we can say that optimum health is unknown in the absence of good nutrition."

Dr. Sebrell said he could see no reason why...even in wartime...we should not be well nourished "If all of us do our part, if we learn and use the simple facts of practical nutrition, if we use our food wisely, prepare and serve it without excessive loss of minerals and vitamins, and see that our garbage pails remain as nearly empty as possible."

CANNED FISH FORECAST



For the year beginning July 1, 1944, the civilian will net about half the expected supply of canned fish. This means that he can eat about as much canned fish as he did in 1942...and about twenty-five percent more than he did last year.

"I have a feeling I'm
going to be canned..."

Canned fish production is estimated to be about ten percent more than it was last year...mostly because of changes in processing technique, and the return of some fishing boats by the Army and Navy. The Armed Forces need about 5 percent more than they did last year, but Lend-Lease requirements are a little less. The civilian owes his increased allotment to both the reduced Lend-Lease requirements and to increased production.



The homemaker's supply of canned fish will be nearly one-half salmon...one-fourth pilchards...some Atlantic sea herring...tuna...shrimp...and other fish and roe. She will have about the same amount of fresh and frozen fish as she had last year. Altogether she and her family can eat a generous half pound more fish than

...he won't need any
canned fish...

JUICY INTERIM

Canned orange juice and blended orange and grapefruit juice are beginning to appear on grocers' shelves for the first time in nearly two years. Civilian homemakers can look forward to nearly five million cans this year...slightly over half the amount available in pre-war years. The supply of grapefruit juice will flow into civilian glasses in about the same amount as during the past two years.

This is heartening news to the average listener, who has probably heard that canners must now set aside more canned grapefruit and orange juice for government requirements. Naturally the homemaker wonders why she

will have a good supply of citrus juices, when the government needs more. Well, the facts are these:

In 1942, the tin that was used to can orange juice and blended juice for civilians, was allocated to other purposes. That is why...in the months that followed...homemakers found that these two juices were harder to find, and finally could not be bought at all. However, on February 11 of this year, an unlimited amount of tin was allowed canners for orange juice and blended orange and grapefruit juice, and...after Army requirements are satisfied, there still will be almost five million No. 2 cans left for civilians in 1944.



"Not my juice you're talking about this time."

The government needs more canned grapefruit juice for the Armed Forces this year...about 44 percent of the entire output. That will take more from civilians. However, late last year the government released 1-3/4 million cases of canned grapefruit juice for civilian use, and this extra amount will partially replace the increased quantities that are being set aside from canner's production for the Armed Forces.

Thus, it all balances out. The Armed Forces will have all they need, and the homemaker will have actually more canned citrus juices for her family.

SWEET STORY FOR HOME CANNING



Homemakers will have about the same amount of sugar for home canning as they did last year...and they'll get it in about the same way. The first sugar 5 pound dividend to be used for canning may be bought with sugar Stamp No. 40 in War Ration Book No. Four. In addition...a maximum of twenty pounds more per person...may be applied for at the homemakers local ration board, at any time after March 23.

...and here is
the key...

This year it is not necessary for the homemaker to wait in long lines at the local ration board. Her whole home canning sugar transaction may be handled by mail. First, she sends for OPA Form R-132...which is her application for extra sugar. On this, she gives her name and the names of the person (at the same address) for whom she is requesting sugar...and the number of pounds of sugar needed. To the form she attaches a spare stamp No. 37 from War Ration Book No. Four, for every person whose name is on the application. This is for purposes of identification. If the board approves the application, it will mail coupons or certificates for the sugar to the homemaker. Later she may apply for more, if necessary.

Last year, homemakers added about four billion home canned fruits and spreads to the nation's food supply. This year the need is even greater, and home canning is more important than ever.

APRIL FOOD BULLETIN

Take advantage of abundant foods: Homemakers can count on these unrationed foods as being relatively abundant in most sections of the country during April:

White potatoes	Wheat flour and bread
Shell eggs	Macaroni, spaghetti, noodles
Fresh oranges and grapefruit	Oatmeal
Soya flour, grits and flakes	Citrus Marmalade
Canned green and wax beans	Rye breakfast foods
Frozen vegetables (Including frozen baked beans)	Peanut butter
	Dry mix and dehydrated soups

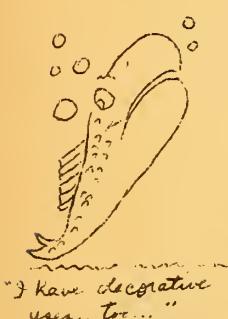
The shopper will find moderately large supplies of raisins and dried prunes. They are point free.

The reduced point values on canned tomatoes and canned corn make these two items good buys for homemakers. Canned peas...which have been reduced from 8 to 2 points for a No. 2 can...are an excellent point value bargain.

Homemakers are urged to take advantage of the frozen foods that are available, too. Your listeners will be glad to hear that substantial supplies of blueberries...plums...and prunes are expected to be available wherever there are facilities for handling frozen foods.

Relatively abundant supplies of fresh spinach...snap beans...cabbage...celery...and carrots...are expected from Southern producing areas during April. New crop onions should be available in most principal markets during the last half of April.

PEARLS OF SMALL PRICE



The lustrous simulated pearls that add such elegance to Madame's ensemble are made from fish scales. Surprised? Perhaps...but a fine example of conservation in the food industry...almost nothing is wasted.

The manufacturer of fish scale essence...it's called pearl essence...is not a product of modern research and manufacture. It dates back to the middle of the seventeenth century, and a Parisian rosary maker named Jaquin, who wanted to make more beautiful rosaries. He found that the silvery material so common on the scales of fish, gave ordinary beads a luster that closely resembled pearls. He would put the scales in a basin, cover them with water, pour off the water and save it. The process was repeated several times...then all of the water combined and allowed to stand for several hours. The lustrous particles settled, then the excess water was decanted and the lustrous material that was left was pearl essence. It was a tedious process, since forty thousand fish were required to produce one kilogram of pearl essence. This pearl essence was applied to wax or alabaster beads. No preservative was used, so these early simulated pearls were not waterproof.

For nearly a hundred and fifty years pearl essence was made only in Paris... then the manufacture spread to other parts of Europe. With the advent of World War I, simulated pearls began to be manufactured in America. From time to time improvements were made. One of the first and most important was the addition of ammonia, which serves as a preservative. Later wax was put into hollow glass spheres to make the basic bead, which was then coated with pearl essence. One improvement followed another, until finally the "indestructible pearl"...as it is now know...was perfected. This is the simulated indestructible pearl that Madame wears today...a solid opal glass bead, coated with pearl essence, and protected with a waterproof laquer.

This is only one of the examples of conservation in the food industry today...where thousands and thousands of by-products are made from the original plant or animal.

...AND STILL MORE POTATOES

And more and more of them are rolling into markets to swell already heavy supplies left over from last year's record fall crop. The new spring potato crop promises to be another heavy one. All to the good...you say...because everybody likes potatoes... everybody knows how they stack up in vitamins. Nevertheless...your listeners could be using a lot more of those spuds than they are...and all the plugs you can give potatoes these days won't be amiss.

Of course...some of them can be dehydrated...and canned... for shipment overseas...and still more may go into starch factories. But that leaves plenty more to be eaten by us civilians...and...as you know...we can't afford to let good food go to waste.

There're hundreds of different recipes... so that your homemakers won't have to worry about monotony in boiled or steamed potatoes day in and day out. Remind them of all they can do with that democratic food...stuff it with left-over meats...make it into salads... combine it with other foods in soups...stews... and loaves. And if your potato recipe file is getting a little dog-eared from use...let us know...and we'll send you more potato recipes.



He's doing his part.

FRESH FOOD ROUNDUP



Spring Song

Time for plenty of crisp green salads...fruit drinks...and colorful fresh vegetable dishes with your listeners' meals...because it's spring, of course. And they should find most of their grocers cooperating...since plenty of fresh vegetables of lots of varieties are rolling in from gardens these days. Greens, they'll find, are there in abundance...especially turnip and mustard greens. Then...there's plenty of lettuce...some collards...and still a heavy supply of that record crop of cabbage that's a must in most homemakers' shopping lists. And good quality snap beans are liberal in supply in most sections. All are low...or reasonable...in price...and most of this season's green vegetables are of good quality.

Root vegetable bargains are those Irish potatoes, of course...cheap, heavy on most markets, and of good quality. Fair supplies of sweet potatoes...rutabagas...and turnips are available, too...for extra food value...and menu variety.

Carrots and celery continue in abundance to lend a note of crispness to spring salads...while the green onion supply is on the increase...and is just about at the height of the season. Cucumbers, although currently high priced, are increasing in supplies in most sections.

New spring news in the way of vegetables includes a light supply of asparagus beginning to come in to markets, at fairly high prices...light quantities of cauliflower...eggplant, at ceiling price, but a little more plentiful than it's been...some reasonably priced English peas...increasing supplies of squash...and more tomatoes than have been available, although their price is still relatively high.

Varieties in fruits are limited...but there's enough citrus fruit to keep most of your listeners satisfied, with from moderate to liberal quantities of oranges selling at reasonable prices. Most of them are pineapple oranges, although Valencias are increasing. Grapefruit is a little light in supply, but there're enough for the demand. Lemons are in moderate supply, selling at moderate prices. Apples are becoming scarce, with limited varieties available of generally small sizes. For a treat of the week, some sections are offering light supplies of fresh pineapple.

The Fresh Food Roundup is based on general supplies and movements of fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.